ewspaper Researchers
Tackling More Topics

July 1987

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The Journal of the American Newspaper Publishers Association

ANPA
TEC '87
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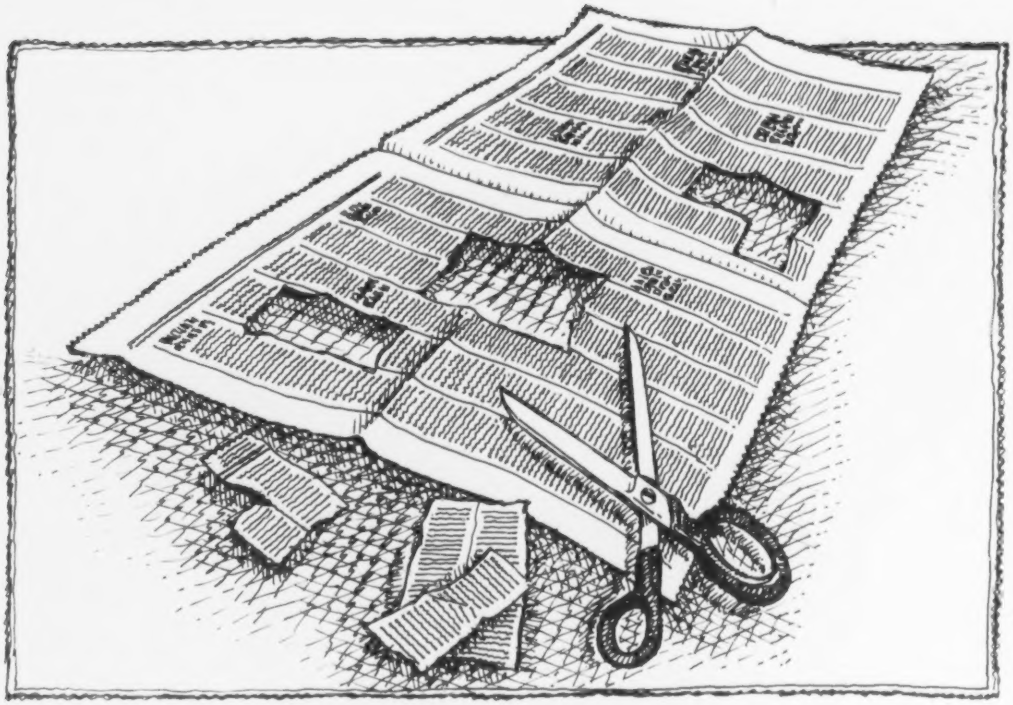

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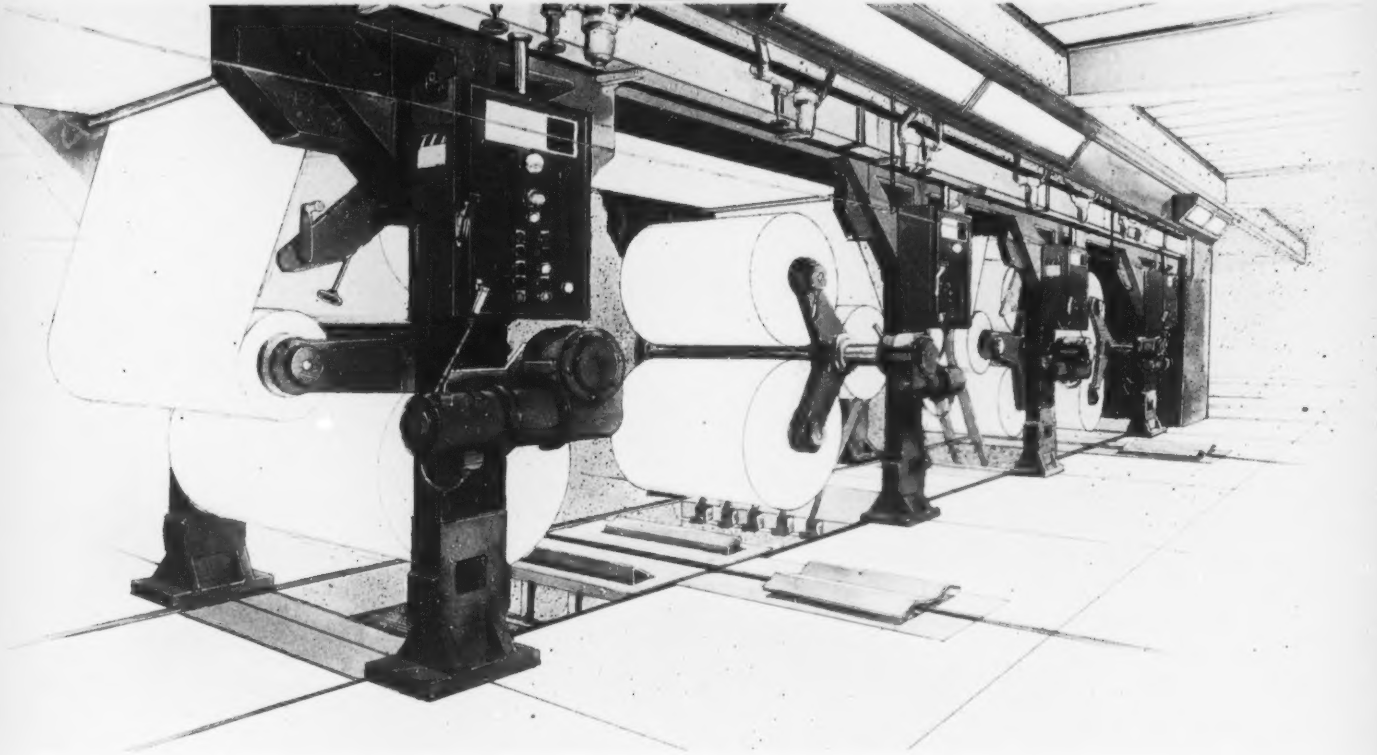

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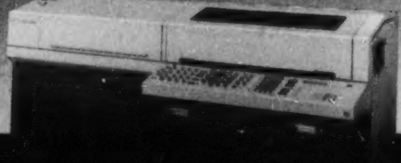

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VOLUME 9, NUMBER 7 JULY 1987

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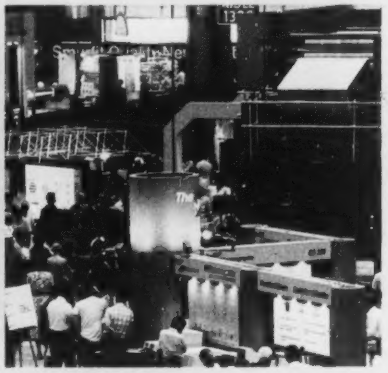

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CHAIRMAN'S CORNER

Technical gains notwithstanding, more R&D needed for newspapers

The ANPA Technical Exposition and Conference was a stimulating and profitable experience for the nearly 13,500 attendees who gathered to exchange information and view the latest in newspaper technology. The highest number of exhibitors ever, 316, spread their offerings over a record 302,300 square feet of floor space in the cavernous Las Vegas Convention Center. Speeches and panel discussions by colleagues seemed unusually informative and helpful this year.

Significant advances were reported. Still video cameras now enable photographers to capture images in digital form for rapid transmission to electronic editing devices that can enhance the pictures and produce color separations for printing in minutes instead of hours. More printing press units are on order now than ever before in our history, and newspapers have an unprecedented choice of printing methods. It is possible to automate all newsprint roll-handling functions. Soybean oil is replacing petroleum in some printing inks. New, moderately priced imagesetters for graphics and text are proliferating.

George W. Wilson

Future wonders were predicted. Erasable, reusable laser disks will emerge from laboratories this year and give newspapers immense data-storage capacity at low cost. This is just the breakthrough needed to make photo and graphics storage feasible in pagination systems. Kenaf lives! Prolonged tests in harvesting and processing this prolific, subtropical plant to use in making newsprint show encouraging results. And Vice President/Technical Bill Rinehart talked of new imaging technology, seen first in offices, that will make it possible to image complete newspapers, at speed, directly from electronic memory. Goodbye heavy presses?

Newspapers have changed dramatically because past investments in research produced such innovations as photocomposition, offset printing, photopolymer plates and computers everywhere—for editing, writing, page dummying, graphics, ad composition, TMC programs and business applications.

My newspaper reflects what has happened. In 1962, the Monitor had 17 people in the composing room and seven in the newsroom. Today, a much larger newspaper has 15 people in the composing room and 35 in editorial. Technology has enabled all newspapers to shift substantial resources to news coverage. Readers were the winners.

What about the long-term future? Are we setting aside enough seed money to assure a future harvest of technology?

Last year, the automobile industry invested 2.4 percent of its sales in research and development. The industrial machinery industry invested 3 percent of sales in R&D. The electrical industry, 3.3 percent. The appliance industry, 1.7 percent. The computer industry, 8.3 percent.

Working cooperatively through our Association, we invested less than .002 percent in technical R&D. Think about it.

George Wilson

George W. Wilson
ANPA Chairman

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Today's Researchers

BY GENE GOLTZ
presstime staff writer

From snowbirds to high school grades, newspaper research departments tackle a wide variety of subjects

Newspaper research continues to expand to a seemingly inexhaustible range of subjects. Once confined to surveys for advertisers, research at many papers now touches all phases of the operation.

"We serve any and every department in the newspaper," says Jane Peppard, research manager of the St. Petersburg Times (morning, circulation 314,696). "We keep a very close contact between the newsroom and all other departments in the paper."

Some observers trace the expansion of industry research to the 1977-83 Newspaper Readership Project and to the formation in 1977 of the Newspaper Research Council.

One measure of that expansion is the growth of the research council itself—from 90 to 240 members in the past 10 years. The organization's semiannual conference has grown correspondingly, with 160 researchers attending the one in Nashville this past spring.

To get an indication of the types of research currently in vogue, **presstime** conducted a random survey of researchers at 15 newspapers represented at the conference, plus three national research firms. The survey confirms the notion that while most newspaper research today continues to be market-oriented, there is a willingness to tackle any subject in which either advertisers, readers or newspapers have a stake.

Some recent examples include: a poll asking residents of an Indiana city if they were interested in having a state lottery; a Florida "cruise survey" asking people before boarding a ship about themselves and their reasons for taking a cruise; an advertising-related survey conducted on behalf of a dairy group in Nebraska asking about public awareness of the beneficial presence of calcium in milk; and a survey in Virginia asking parents whether high schools were grading their kids fairly.

ONE OF THE BEST. One broader survey that attracts widespread attention each year is that of Phoenix Newspapers Inc., publisher of The Arizona Republic (morning, 343,723) and The Phoenix Gazette (evening, 111,253). "Phoenix does the best research job in the country," says C. Harry Murphy, director of corporate research at Landmark Communications Inc. of Norfolk.

The Phoenix papers have been producing a major retail report for more than 30 years, says Ellen Baar Jacobs, manager of their market research department. For the current report, "Inside Phoenix," 2,050 households were interviewed.

The interviewees, selected at random, are first questioned by telephone. Then they get an eight-page mail questionnaire. A follow-up phone call completes the survey.

Questions cover demographics, shopping preferences, purchasing behavior and media use.

Results are published in a book that is presented to the public in Symphony Hall, which is filled to its 2,500-person capacity for the annual event. This year it was presented May 11 to an audience composed of retailers, marketers, real estate people, government officials and others. One copy of the 108-page book is given free to each person in attendance; additional copies sell for $10 each.

The report discloses such things as the racial and income characteristics of the Phoenix market, percentage of the population reached by the newspapers, how many and what kind of people view television and listen to the radio, and what magazines are being read.

"The real estate people especially love it," says Mary Wilcox, assistant marketing manager for the Phoenix newspapers. "They're our biggest fans."

While most larger dailies have their own research programs, many newspaper groups conduct research for papers they own. At Landmark Communications, for example, research director Murphy says that since 1966 his company has conducted a comprehensive marketing survey for its flagship newspapers, The Virginian-Pilot (morning, 144,809) and The Ledger-Star (evening, 80,961) of Norfolk.

About 2,000 people are asked a few questions over the phone and then are sent a "very long, complicated questionnaire" to be returned by mail, he says. Follow-up telephone questioning completes the information-gathering part of the project.

From the survey the newspaper finds out such facts as age, income and buying habits of readers. It publishes a master book, *Vital Statistics*, usually about 48 pages long, and a series of other publications (sometimes running more than 100 pages) derived from statistics contained in the main one. These publications have titles like "Shopping Areas," "Supermarkets," "Automotive Buyers," "Real Estate," "Department/Discount Store Buyers" and "Consumer Groups."

Using one or more of the survey books, a retailer can find out, for example, how many Sears customers also shop at Penney's, what kind of people they are and what kind of merchandise they buy, Murphy says.

SPECIFIC TARGETS. Many newspapers also use research as a tool for addressing specific situations.

For example, Frederick W. Hebert, marketing director of The Home News (evening, 59,052) in New Brunswick, N.J., has two research projects under way that may have a major impact on the paper's future readership and circulation. Results are expected to guide the editorial department in determining what types of stories will best attract and retain readers.

In the New Brunswick and Princeton areas, Hebert says, there are three large housing developments classified as adult/retirement communities. Hebert estimates these developments contain up to 8,000 households inhabited by retired or semi-retired people who moved there after having worked in New York City or elsewhere.

The fact that they are older means they probably read a paper, Hebert says. But because they are "immigrants" to the area, and perhaps accustomed to reading The New York Times or other large metropolitan papers, they may not readily adapt to reading The Home News.

"We can't compete with The New York Times" in carrying national and international news, Hebert says. Moreover, he says it is possible local news will have little appeal to this segment of the population because they

Will Tackle Anything

Landmark Communications' Murphy studies Norfolk demographics.

lived most of their lives in other places. To complicate matters, about a third are "snowbirds"—they winter in Florida.

Through research, Hebert says, the newspaper is seeking to "find out what their interests are and find out what we have to do" to land them as subscribers.

On the other side of the coin, The Home News is also in a fast-growing market area with a large number of younger people moving in. "Maybe these are not avid newspaper readers," the marketing director says, "but they are swelling the household count, and it won't look good for our household penetration if they don't read the paper."

He adds, "Maybe we will try to attract them with human-interest stories. Maybe we'll try to get them interested in local news. We just don't know. We have to find out."

Other examples of research topics:

- In Omaha, the Nebraska Dairy Council wanted to know whether an ad would be effective warning women of osteoporosis (disintegrating bone mass) if they did not get enough calcium in their diets. The research department of the Omaha World-Herald (all-day, 222,053) did a pre-test awareness survey to find out how much women knew about osteoporosis and the effectiveness of calcium in the diet; then the ads ran, and later a post-publication survey was made.

The post-publication research showed that women were reading the ad, which urged consumption of dairy products to build up calcium levels, and that the newspaper's general readership had become more aware of osteoporosis.

- In St. Petersburg, the Times newsroom asked the research department to find out what residents perceived as their greatest problem. In all three counties surveyed, traffic conditions and street congestion turned out to be the major concern. This resulted in news articles focusing on the need for street improvements.

- In Richmond, Va., parents of kids headed for college have faced a peculiar problem. The schools in Richmond and surrounding counties use a stiff grading system, in which a grade of 95-100 percent is an "A," and minimums of 88 percent a "B," 81 percent a "C," 75 percent a "D," and below 75 percent an "F."

When graduating seniors send their transcripts to colleges, they find they compete for admission with students who earned an "A" with grades as low as 91.

In one school district, Henrico County, parents asked the school board to standardize grades, and the board agreed to put a notation in transcripts explaining the grading system.

Meanwhile, Media General Inc., which publishes the Richmond Times-Dispatch (morning, 141,544) and The Richmond News Leader (evening, 109,103), decided the issue was of sufficient importance to be asked in a wider area. Its research department surveyed parents in Richmond and in five surrounding counties about the fairness of grading systems.

The survey results showed that 6.09 out of every 10 people answering the questionnaire thought the present grading system was fair, but that an average of 6.24 out of 10 thought easing the grading standards slightly would be even more fair. However, the parents were against making things too easy for their kids. Only 4.59 out of 10 favored a grading system that would award an "A" for 90 percent correct answers; "B" for 80; "C" for 70, "D" for 60; and anything below 60 an "F" grade.

SMALL BUT BIG-TIME. Hebert of The Home News says it is unusual for a newspaper smaller than 50,000 to 60,000 circulation to conduct research on its own.

A notable exception is the Gwinnett Daily News (evening, 28,114) in Lawrenceville, Ga. The marketing director there, Kenneth F. Brown, runs a remarkably sophisticated research operation for a paper of its size.

Brown, 40, was an ad salesman for The Wall Street Journal in 1969. He became the Journal's midwest marketing research director, was marketing research director for the Dallas Times Herald and for Southern Living magazine, formed his own company, Ken Brown & Associates, and ultimately returned to Gwinnett County, where he grew up and where four generations of his family have lived.

Brown says he went to the Daily News and told the owners, "Here's what I can do for you," and was hired. The newspaper is in the heart of the area northeast of Atlanta that Dun & Bradstreet has identified as the nation's fastest-growing among counties with more than 100,000 population.

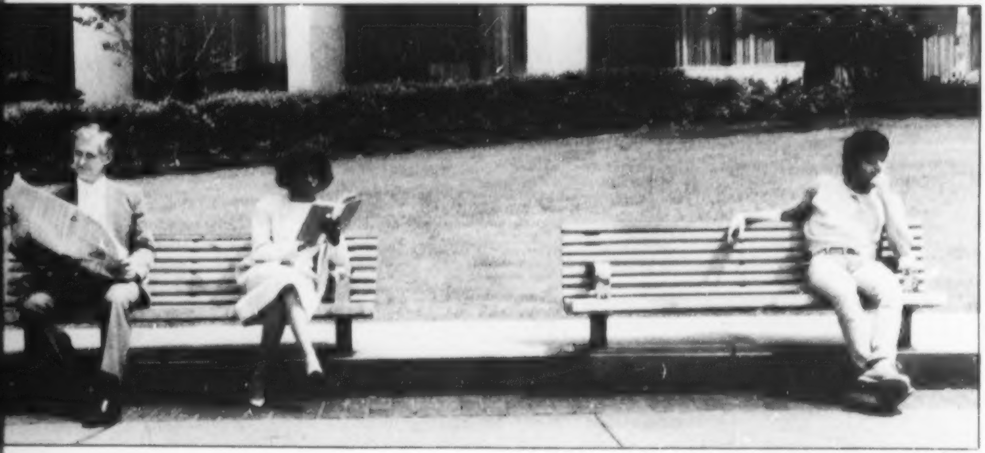
Brown uses up to 12 telephone researchers who conduct 200 interviews every night. Computers process the data. Every eight weeks he produces a research report, and every two years he does a comprehensive demographic survey in which 355 questions are asked of each of 500 selected households.

"This tells us a whole lot of everything," he says. "For example, we can come up with a shopper profile for 100 different advertisers."

Brown estimates his research breaks

Literacy: A Meaningful Relationship Between People and Power

While America celebrates the bicentennial of the signing of the United States Constitution, one in three American adults may be unable to read the Bill of Rights.



An estimated 60 million Americans—more than the number who voted for President Reagan in 1984—are unable to fully participate in democracy because they are illiterate or semiliterate.

In October 1986, Jonathan Kozol authored a report on adult illiteracy commissioned by Cox Newspapers. The report* graphically outlines the growing dangers of illiteracy and presents specific recommendations on how newspapers can lead the fight for a more literate America.

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*"Where Stands The Republic/ Illiteracy: A Warning and a Challenge to the Nation's Press" by Jonathan Kozol. For a copy, contact Corporate Communications, Cox Enterprises, Inc., 1400 Lake Hearn Drive, Atlanta, Georgia 30319.

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down this way: 60 percent for the advertising department, 25 percent for circulation and 15 percent for editorial.

For circulation, he will conduct surveys to determine when service was unsatisfactory, when circulation employees were rude, etc. For the newsroom, the surveys range from analyzing the editorial content of the competition (the Atlanta newspapers), to surveying public opinion on topical issues, to readership surveys from which "a wealth of editorial story lines" are obtained.

Brown says the research also enables the newspaper to keep up with lifestyle changes of readers and the extent of their involvement with the community.

In June, The New York Times Co. announced it will purchase the Daily News from The News Co. in addition to several paid and free non-daily publications. No purchase price was announced.

SYNDICATION. In addition to research that newspapers themselves conduct, outside firms produce research under contract to newspapers.

Of particular importance in recent years has been the standardized, syndicated research of the top 50 metropolitan markets, first carried out in 1978.

Produced by Simmons Major Market Research Inc. and Scarborough Syndicated Research Associates [**presstime**, June 1987, p. 90], the surveys are intended to help advertisers gain insights into the diverse newspaper readership. By asking the same questions of people in New Orleans and in Houston, for instance, a syndicated survey obtains comparisons of "apples to apples," says L. Kay Schultz, director of Simmons. When papers in New Orleans and Houston conduct their own surveys the methods usually are different, and "you end up comparing apples to something else," she adds.

Both Simmons and Scarborough ask a wide variety of questions designed to provide complete demographic information. They include such things as frequency of air travel, kinds of cars driven and other brand information.

Besides the benefits of providing standardized information, says Jeffrey W. Rodgers, vice president/newspapers and marketing for Scarborough, the syndicated surveys have at least two other advantages: They are cheaper than having a great many surveys done separately in each city—the cost of the syndicated studies is spread among many clients—and advertisers like the objectivity provided by outside firms.

The largest survey firm specializing in research for newspapers is Belden Associates Inc. of Dallas. It conducts more than 100 studies a year for newspaper clients, large and small.

"Each study," says Sheila Miller, vice president for special projects, "is tailored to the individual newspaper." Belden does any kind of study the newspaper desires, including readership, advertising, editorial and circulation.

Other companies in the field include Minnesota Opinion Research Inc., Minneapolis; Urban & Associates, Cambridge, Mass.; Market Opinion Research, Detroit; Omni Research, West Palm Beach, Fla.; E&P Research Inc., Spring House, Pa.; Clark, Martire and Bartolomeo Inc., New York City; and RMH Research Inc., San Antonio.

The proliferation of research being done for and by newspapers over the past decade has been tremendous, particularly at non-metro newspapers, says Glenn Roberts, executive director of the Newspaper Research Council.

Roberts, who worked for 39 years for the Des Moines Register and Tribune before becoming the NRC's chief of staff, believes that research has come to be more highly regarded by publishers—reflected in the fact that "more research people are being tapped to move up to higher management positions in newspapers."

This is a break for researchers, says Roberts, because in the past, "If you were in research, you stayed in research." ☐

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Alternatives to Promotion

Recognizing the Need for Recognition

BY CLARK NEWSOM
presstime labor writer

Newspapers need to do a better job in recognizing talent without having to move a person to another position.

That's the view of a number of executives in the business, such as Ferguson E. Rood, vice president of research and marketing for Cox Newspapers in Atlanta.

"A person shouldn't have to feel that being promoted is the only way to be recognized," Rood says.

It is not right, say others, for people to be placed on a career ladder and pushed up to their "Peter Principle" level of incompetence.

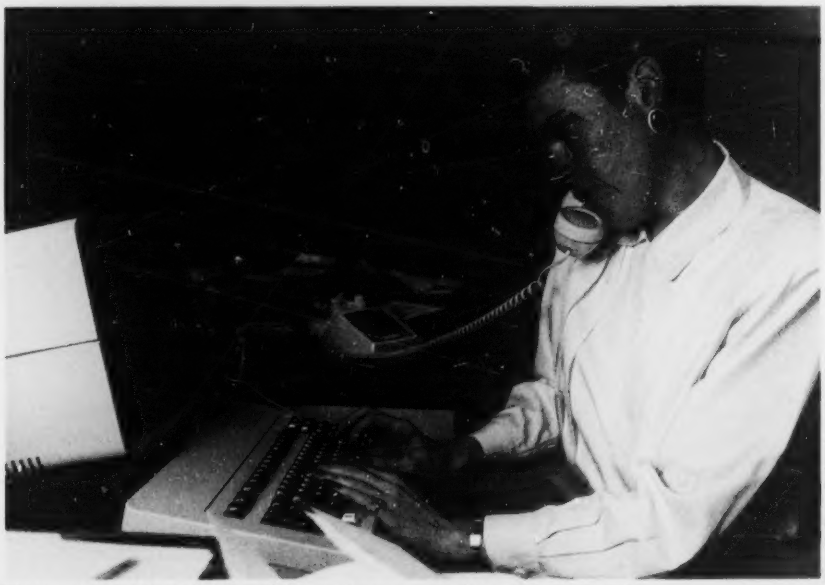
"Some people don't want a promotion to a job where they would have to supervise others," says Patricia P. Renfroe, ANPA manager/personnel relations.

The "Newsroom Management Handbook," published by the American Society of Newspaper Editors Foundation, notes that job enhancement is the key to maintaining productivity when promotion opportunities aren't available or desired. "The most effective job-enhancement programs are those that help staff members come closer to being what they want to be," the handbook says.

> *"The point is, writing is the most important thing we do," and pay should reflect it.*

Although some newspapers have had alternative-to-promotion programs for years, more are expressing an interest in them. "You can't do too much in recognizing the people who do well," says Sheldon (Shelly) L. Greenberger, vice president and director of advertising for the Fort Lauderdale News and Sun-Sentinel.

The programs are most common in editorial departments. This year, for example, The Pittsburgh Press named its second "special editor"—Mary Pat Flaherty—to join the 1986 special editor in a three-year progam designed to recognize superior performance and to bring fresh ideas to management. The designation of special editor carries a one-time stipend of $1,000, attendance at a professional seminar and the opportunity to take part in management matters for three years while continuing one's own field of work [presstime, March 1986, p. 56].



Tom Ondrey, The Pittsburgh Press

Pittsburgh Press Special Editor Flaherty devotes most of her time to reporting.

The program is "going extremely well," says Managing Editor Madelyn Ross. "Both [special editors] are able to spend the bulk of their time reporting but also participate in management meetings. It's helped us a lot in making decisions."

So far, the program has not been extended to any of the other 13 dailies in the Scripps Howard group.

"A number of newspapers internally in their newsrooms have an informal program," says Linda Grist Cunningham, executive editor of The Times in Trenton, N.J., and chairman of ASNE's Human Resources Committee. For those veteran performers "who have paid their dues," the reward, in addition to increased pay, might be work on special projects that takes them away from the daily grind. In some cases it might be freedom in choosing events to cover, or even a company car.

At least four dailies use the title "senior writer" to reward outstanding editorial department employees. The programs vary in their details.

The Nashville Banner started its program the beginning of this year with the appointment of five permanent senior writers in the political, medical, education, business and entertainment fields. Their salaries were increased to equal or surpass that of department heads.

Also, three one-year appointments were made in state news, sports and copy editing. Those writers receive $10,000 each in additional pay during the year. The copy editor's first project was to revamp the Banner's stylebook.

The program was designed not only to improve the quality of reporting but also to provide a career path for staffers who choose to write instead of moving into alternative editorial positions. "We're already seeing teriffic benefits," says Executive Editor Joe Worley. With interpretive and investigative reporting by the senior writers, "We're providing in-depth stories that are pertinent to our readers," he says.

"The point is," Worley says, "writing is the most important thing we do. Writers should get the pay editors get."

Senior-writer positions were created at the Roanoke (Va.) Times & World-News in 1964. Vice President Forrest M. Landon says he has promoted six people to that position since he became executive editor in 1982. "Senior writer is a genuine promotion," he says. "It carries a raise and is restricted to the best reporters and writers." At least eight years' writing experience is required before a person can be named to the position. Senior writers at the Landmark Communications Inc. daily act as public relations representatives, fill in occasionally for city desk editors and serve as team leaders in covering major stories.

"We say if you don't want to be a supervisor, aspire to this," Landon says. At the time the position was created, the statement was made: "We hope this will be a goal for many who find in writing the best satisfaction in newspaper work."

Ben Beagle, a 32-year veteran newsroom employee in Roanoke, was among the first senior writers named at the Times & World-News. When the program was announced, "I thought it was great," he says. "It held the promise of being a writer and equaling the wages of editors." The program has lived up to what it promised, he says.

A senior-writer program was started at another Landmark daily, the Greensboro (N.C.) News & Record, in 1985. Designees must have a total of seven years' writing experience, at least four of them in Greensboro. Ben J. Bowers, vice president and executive editor, says the nine senior writers at the newspaper all have a speciality. "We're not creating a star system," he says.

When he announced the program, Bowers (who was executive editor in Roanoke between 1973 and 1982) said it was his "strong feeling" that people who want to make a career out of reporting for the News & Record "should be able to do so on our newspaper rather than feel they have to become editors in order to grow professionally."

The concept of senior writer has been applied at larger papers, too. The Los Angeles Times created the position in 1973, noting that promotions were impossible for people who wished to remain writers.

The six senior writers at the Times, who serve three-year terms, act as an advisory group and meet monthly with the four top editors. Normally, two are appointed each year. In addition to the recognition, they receive a pay increase that remains a part of the individual's salary structure after the term ends. The program "recognizes people who have made significant contributions" to the newspaper, says James W. Duncan, director of employee relations.

On the advertising side, Cathleen B. Coffey, vice president of advertising at the Atlanta Journal and Constitution, says one way to encourage veteran account executives is to give them responsibility in coaching new sales assistants. Another is to reward them with time off to serve on task forces at the newspapers, or even to work outside the company, such as serving on a Chamber of Commerce committee. "We try hard to keep professional salespeople and have a good track record of doing that," she says.

Besides giving exceptional employees a special status in the organization, newspapers can, of course, recognize them in material ways, such as giving them company stock, bonuses and merit-pay increases.

But "what motivates most people is the feeling of being a part of the team," says Louise Leonard Galvin, human resources director of The Hartford Courant. "It's not primarily money that motivates people." ☐

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Life After Death

The demise of the Columbus Citizen-Journal illustrates what happens to employees when a newspaper folds and how the closed paper can help them

BY MARILYN S. GREENWALD

In June 1985, John C. Torry, now a reporter for The Blade of Toledo, Ohio, knew time was running out for him. Torry, then 33, loved his job as a statehouse reporter in the capital city of a politically active state. He worked on the 123,000-circulation Columbus (Ohio) Citizen-Journal.

Like the approximately 60 other editorial employees on that newspaper—known in the community as the C-J—Torry was well-aware that in six months he would be out of a job.

The C-J, a Scripps Howard paper, was in the 26th year of a 26-year joint operating arrangement with Dispatch Printing Co., publisher of the evening Columbus Dispatch. Dispatch officials had announced two years before that they would not renew that agreement when it expired Dec. 31, 1985.

Thirty-three of the 68 editorial employees have jobs with other newspapers.

Torry and other C-J staff members had only slim hopes that someone would buy the paper. Because the Dispatch handled business functions of both newspapers, all a prospective buyer could "purchase" would be the editorial employees themselves. The C-J owned no presses, computer terminals or delivery trucks. The staff knew a purchase was not likely.

So what did Torry and the other reporters, editors and photographers do when the Citizen-Journal folded on Dec. 31, 1985? "We cried," he says. And what did they plan to do in the long term? "Same thing."

But 18 months after the C-J printed its "Goodbye Columbus" edition, former staff members don't seem to have much to cry about. Thirty-three of the 68 editorial employees who left Dec. 31 have jobs with other newspapers. And nearly all the others have found jobs in public relations, advertising, television and related fields.

Staff members' success in moving on to other news outlets no doubt surprised many of them. Before the paper closed, the editorial employees expressed fears that with the national decline in the number of newspapers being published, they would have little chance of finding jobs on other papers. Still others did not want to leave their homes in Columbus, and they knew that with only one daily remaining there, they might have to change careers.

In 1982, C-J staff members had seen many of their counterparts 150 miles away

The C-J staff gathers one last time to put out the "Goodbye Columbus" farewell issue.

Greenwald, an assistant professor of journalism at Ohio University in Athens, was a reporter for the Columbus Citizen-Journal when it ceased publication.

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Since that newspaper's closing last year, about half a dozen such ads have appeared each month in the review. Informal surveys and discussions with former employees indicate few have found equivalent jobs on newspapers.

"Many are working part-time, in PR or working as stringers," says William P. Mayr, a copy editor with The Dispatch of Columbus, Ohio, and former suburban editor for the Globe-Democrat. Mayr left the Globe-Democrat before it folded.

Those who hung on until the end simply did not want to leave St. Louis, he believes, and many of them are still unemployed in that city. "The other paper (the Post-Dispatch) just wasn't hiring many (Globe-Democrat employees)," Mayr says.

Results of an informal poll published by the journalism review in February, show that of 83 former editorial employees, 21 were in a new line of work. Forty-six were doing free-lance writing, working part-time or unemployed. Only 16 were working for a newspaper or wire service.

in Cleveland be thrown out of jobs when the Cleveland Press folded. It frightened them that some of those people were still unemployed three years later. Many others had taken jobs outside of newspapers.

"It's easy to look back now and say we had a high-quality staff and that's why people found jobs so quickly—but I believe that's true," says William S. Keesee, the C-J's metro editor when it folded. Now a congressional aide, Keesee was in charge of a job-placement service the paper established for employees several months before the shutdown.

Besides the job-placement service, the relatively young age of the staff (most under 40) and the advanced notice of the closure helped many get jobs on other papers, Keesee says. Staff members' intense drive to stay in the business and their willingness to relocate also improved their chances, he adds.

The C-J's placement service assisted in preparing resumes and paid for the services of Job Bank, a national placement service that helps find jobs for journalists. For three months after the paper closed, a small room in the old C-J newsroom was set aside so employees could make long-distance calls, check jobs listings, use typewriters and chat with each other.

HARDSHIPS. Keesee says the job-placement service gave many people technical and moral support. "It was a good rallying point for some people," he notes. "It was a good outlet for their emotions and helped them deal with the closing."

Thomas J. Birdsong, a C-J assistant city editor and now a night city editor for The Pittsburgh Press, says he considered establishing his own public relations firm when the newspaper folded. He was reluctant to try that, however, because, like other newspaper reporters and editors, he felt his primary talents were in newspapering. "I feel like I can't do anything else. I can't be a stockbroker."

He continually visited the small placement office, eventually lined up several job interviews at newspapers and was offered the job at the Press within three months.

Despite his ability to land an equivalent newspaper job, Birdsong and other C-J employees found that the paper's folding caused hardships and dramatic changes in their lives.

While the combination of youth and newspaper experience helped the employees in some ways, it hurt them in others. Because most large newspapers base salaries on experience, some C-J employees found themselves in a bind; they were young and enthusiastic but experienced enough to merit journeyman wages—the top of the scale. Younger, more inexperienced reporters from elsewhere who demanded less pay were getting the few available jobs. Reporting and editing jobs that paid $31,000 a year—top scale at the C-J—were hard to find.

> *"I feel like I can't do anything else (but newspapering). I can't be a stockbroker."*

George R. Plagenz, the C-J's religion writer for its last two years, believes age worked against him in two newspaper foldings. Plagenz, now in his mid-60s, worked for the Cleveland Press for 12 years before it closed. He was out of work for about two years before the C-J hired him. He has continued writing a syndicated religion column, but last year was unsuccessful in his search for a full-time newspaper job.

Plagenz, an ordained minister with nearly 40 years of newspaper experience, is curently personnel director for the county treasurer's office in Columbus, but he says he would still like to work for a newspaper.

Several months before the end of the Columbus JOA, The Dispatch announced it would take over the morning slot at the beginning of 1986. To prepare for that conversion, The Dispatch hired dozens of editorial employees during the last four months of 1985. C-J staffers watched sadly in late 1985 as more new bylines appeared in the rival newspaper—that of a religion writer.

Although The Dispatch eventually hired six former Citizen-Journal employees, it would not interview anyone from the C-J until after the JOA was dissolved. C-J staffers, many of whom were due large severance-pay checks on Dec. 31, felt they could not quit before the end. Others did not have the stomach to apply for a job at a newspaper that was once the competition.

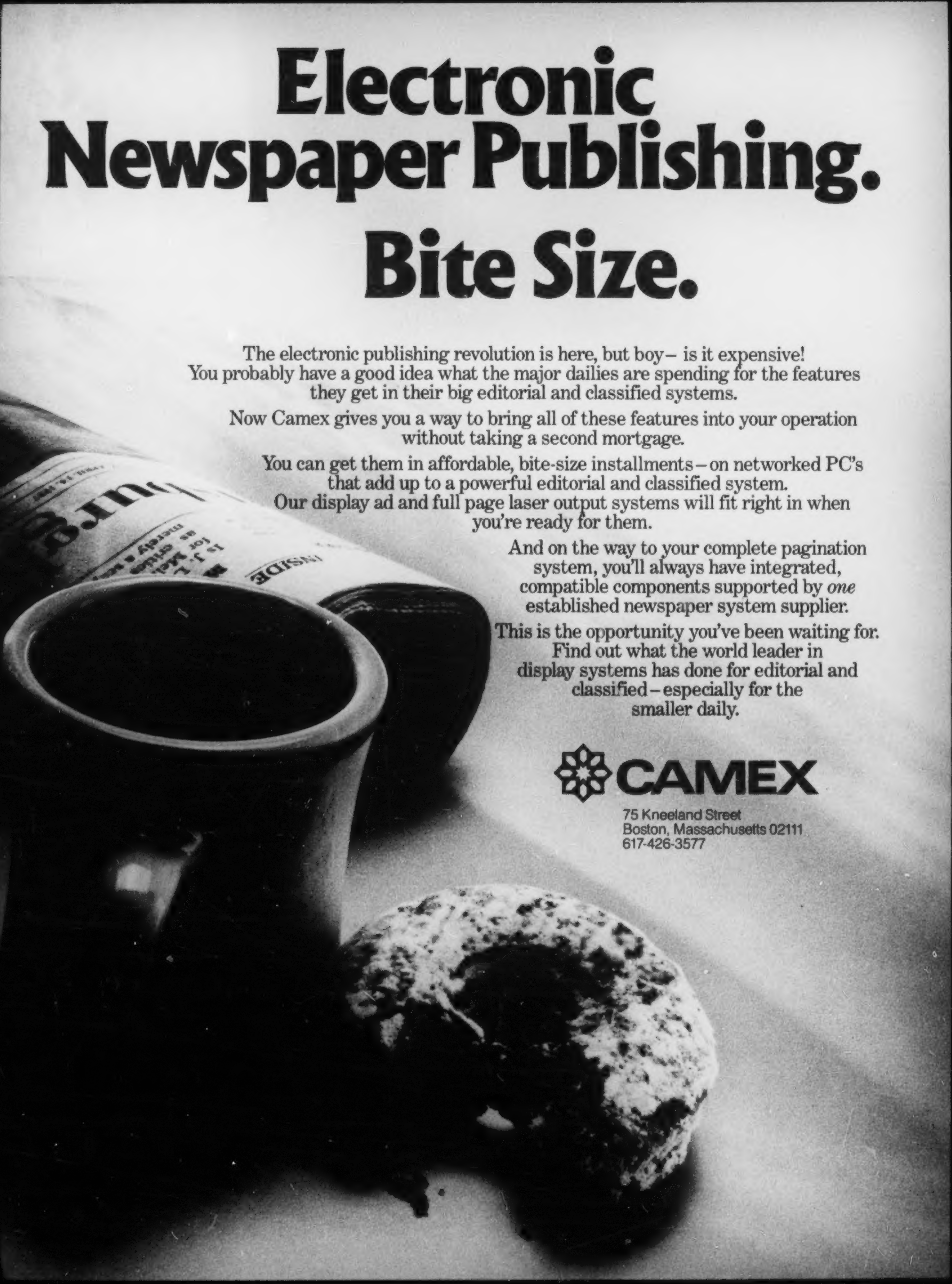
Plagenz and some other C-J reporters also found that by having specialized in one form of writing, their chances of finding a comparable job at other newspapers were diminished.

Nancy Miller Lewis, the C-J's only fashion writer, was a one-person fashion section, responsible for writing, editing and laying out those pages. She sought a fashion-writing job at other newspapers, but learned that openings were rare because so few in that specialty leave their jobs. Lewis now works for an advertising agency in Columbus.

Former statehouse reporter Torry and a few other C-J reporters confronted the problem of over-specialization by changing their specialties a year or so before the paper folded. After about six years as a sports writer, Torry switched in 1984 to political reporting in the belief that this would make him "more marketable. I wanted to double my chances of getting a job."

After several interviews, Torry landed a job as a general assignment reporter on The Blade—and none too soon, he says. "After six months, I was going stir crazy. I was stringing for UPI—not for the money, but to do something. I spent two years building up sources for the '86 election, and there I was, sitting on the sidelines."

Television reporting became the field for



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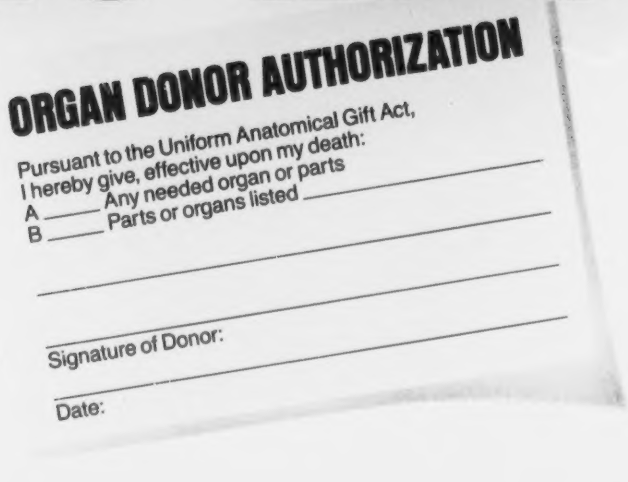

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society columnist Larrilyn C. Edwards and political writer and columnist Joseph H. Dirck. Both were hired by WCMH-TV, the NBC affiliate—Edwards with some previous experience in TV news, Dirck with none.

FAMILY COMMITMENTS. Like many other C-J staff members, Dirck's family commitments kept him from leaving Columbus: His wife heads the statehouse bureau of The Plain Dealer of Cleveland.

Dirck and Edwards were two of the few who managed to stay in Columbus and continue to report the news.

Karen K. Doyle, for example, took a reporting job at the C-J in November 1985 with the hope that a last-minute buyer would rescue the paper.

When none showed up, she was forced to end a 10-year newspaper career because she wanted to stay in Columbus where reportorial jobs were scarce. Doyle now works in the marketing department of a modular-home construction firm but hopes to "get back into newspapers someday."

Many of those who did return to newspaper work did so at great personal sacrifice. Sandra L. Theis, an investigative reporter, lined up a job at The Cincinnati Enquirer before the C-J folded. The situation seemed perfect; her husband, an attorney, had recently been offered a job as a clerk for a federal judge in Cincinnati.

But Theis did not enjoy working at the Enquirer and recently started reporting for the Dayton Daily News/The Journal Herald—a switch that means plenty of driving and some living apart for the couple. Theis still lives in Cincinnati, and she makes the 50-minute drive to Dayton daily. At the end of the year, her husband will return to a job in Columbus, and the couple will live in Yellow Springs, Ohio—an hour's drive from both Dayton and Columbus.

But the maneuvering doesn't bother her. "I never considered leaving (the newspaper business)," she says. "I like what I do."

Gerri Willis, formerly a C-J general assignment reporter, enjoys her job as business writer for The Virginian-Pilot of Norfolk, but she admits missing the Citizen-Journal and her family in southwest Ohio. "Leaving my friends was hard, but what was hardest was saying goodbye to a paper I really liked working for," she says. "But I never considered leaving newspapers."

The main lesson she and her colleagues learned was to check a newspaper's economic standing before accepting a job. Most former C-J employees agree they could not endure another folding.

"I definitely would think twice before going to a paper that was perceived to be in trouble," Willis says. ☐

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KNOXVILLE FLIP-FLOP

Switch in Publishing Cycles Disrupts Employees' Routines

BY JERRY HILLIARD

"Overall, the switch has not ruined my life. I don't think it has helped either. . . . This is just semi-hell; copy editors can ask for no more."

Not all assessments were stated so colorfully, but in many ways this comment represents feelings of newsroom personnel toward a historic cycle switch involving the two daily newspapers in Knoxville, Tenn.

One year ago, in a move unprecedented in recent U.S. newspaper history, The Knoxville Journal, owned by Gannett Co., changed from morning to afternoon publication; Scripps Howard's The Knoxville News-Sentinel switched from p.m. to a.m.

The conversion was part of the renewal of the joint operating arrangement between the two newspapers. Under the JOA, which had been in existence since 1957 and which had been scheduled to expire in 1987, the papers share the News-Sentinel's facilities as well as business, production and circulation operations. Under the new agreement, the News-Sentinel continues to publish the city's only Sunday editions, and both papers publish in the morning on Saturdays.

Scripps Howard had entered JOA negotiations intent upon changing to morning publication, and Gannett eventually decided to go along with the changeover instead of building its own plant and taking on the News-Sentinel in a head-to-head morning battle.

The change was announced four and a half months before it took effect [**presstime**, March 1986, p. 69], allowing both papers time to campaign to keep old readers and entice new ones.

But they also faced another important "selling" job. Their own staffs had to be convinced that the change was a positive one. Although the schedules of about 75 percent of the two news staffs, particularly reporters, would not be changed significantly, the other one-fourth—35 people—would see their lives virtually turned around.

As an employee at the News-Sentinel that summer, I conducted a study to assess effects of the cycle switch on those whose schedules were altered most drastically. Two questionnaires were administered—one about a week before the switch, and the second about seven weeks later.

The survey covered all full-time newsroom employees of both newspapers whose normal work days would begin eight or more hours earlier or later.

Sixteen of the 18 News-Sentinel staffers falling into that category participated, as did 11 of the 17 eligible people at the Journal.

The typical Journal employee in the survey held a non-writing desk editor's job and was a male under 40 years old who had never been married. His full-time newspaper experience totaled fewer than 10 years, less than five years of which were with the Journal. He had been starting work between 3 p.m. and 5 p.m, and had never worked a schedule similar to the early-morning shift he was about to begin.

Compared with their counterparts at the Journal, newsroom staffers at the News-Sentinel who would experience drastic change were veteran journalists. The typical respondent was a male over 40 who held a non-writing desk position, was married and had children. He had accumulated nearly 20 years of newspaper experience—more than 10 with the News-Sentinel. Although his regular workday started between 4 a.m. and 5 a.m., he had previously worked a schedule similar to the nighttime hours he could expect after the changeover to the a.m. cycle.

With the change, one-fourth of the staff would see their lives virtually turned around.

Just as the typical staff members of the two newspapers differed in age, marital status and newspaper experience, they differed in their outlook toward the cycle switch. In the first questionnaire, the typical Journal newshand indicated a distinctly negative outlook, predicting overall adverse effects upon himself and the newspaper. The typical News-Sentinel worker wasn't exactly overjoyed at the prospect of changes in his personal life, either, predicting about an equal number of positive and negative effects. However, he did believe the overall effects on the paper would be positive.

Six weeks after the change, Journal staff members' opinions had not changed significantly. On the other hand, almost two-thirds of News-Sentinel employees said the switch to morning publication had had a positive effect on them personally.

In that follow-up questionnaire, Journal employees said the most negative effects of the switch to p.m. publication all related to sleep habits. Most positive effects they cited were the parking availability, ease of travel from home to work, amount of time available for participation in civic and social organizations, opportunity to eat meals at home, chance to unwind before going to bed, and amount of time available for exercising.

Conversely, News-Sentinel employees viewed the switch to a.m. most positively because of sleep-related factors: time to awaken completely before reporting to work, amount of sleep they could get by reporting for work later in the day, and compatability of the workday sleeping schedule with that on days off. Viewed most negatively were traffic and parking problems, and lack of time for civic and social organizations, for socializing and for attending sports events.

Some of the same factors have been cited by employees of other papers that went from p.m. to a.m. publication [**presstime**, May 1984, p. 6], as more than 100 have since 1976.

These major areas of concern should be considered by newspapers contemplating changes that would result in drastically different schedules for employees. ☐

Hilliard, an associate professor in the Department of Communication at East Tennessee State University, Johnson City, spent the summer of 1986 working on the copy desk of The Knoxville News-Sentinel and experienced first-hand the paper's publishing-cycle switch.

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The Future of Newspapering Comes into Play

In a city where everyone arrives hoping for a big payoff, ANPA's 59th annual trade show didn't disappoint.

In Las Vegas parlance, the show is on a roll. The June 6-10 event was the largest ever by two measurements: It had the most exhibitors—316—and occupied the most exhibit space—302,300 square feet. Registration of 13,320 people was highest since ANPA began charging for admission to the exhibit hall, and it was the second-largest total ever.

About the only thing small about the show was its name, which was shortened this year to ANPA/TEC ("TEC" standing for Technical Exposition and Conference) from the previous mouthful: ANPA Operations Management Conference & Exposition.

"Dazzling" is the word ANPA Chairman and President George W. Wilson used to describe the exhibition in the massive Las Vegas Convention Center. "It is a stunning display of inventiveness and wizardry in mechnical, electronic, chemical and optical technology," he said. "Such innovation, on such a scale, augurs well for the newspaper business."

Outside, there was gaudy neon and desert sun. Inside the exhibit hall, the spotlight was shared by just-aborning electronic cameras, more versatile ad-makeup and editorial computer systems, speedier mailroom equipment and, of course, behemoth presses. The booths projected a sleek, sophisticated look. But they didn't lack for glitz, either, as vendors vied for attendees' attention with everything from a vintage Wurlitzer juke box to a hot-red Ferrari.

All in all, the exhibits presented an unprecedented array of options for newspaper executives. In considering a purchase, should a newspaper take a chance on something new and different or stand pat?

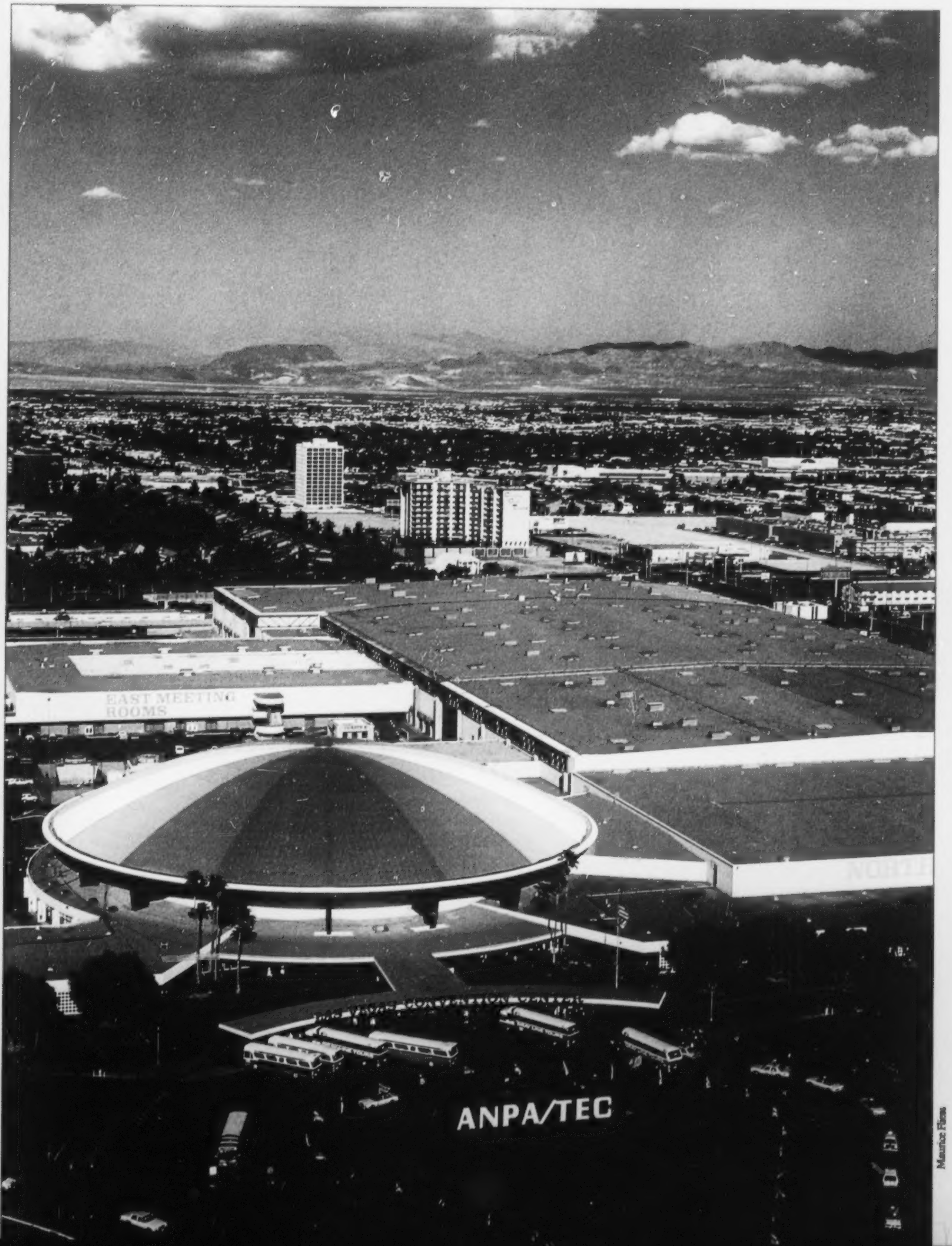
The conference portion of the event tried to answer that question as experts from newspapers and vendor companies provided insights into such things as personal computers, printing inks and presses. The sessions went beyond production topics, however, and delved into such "people" issues as drug testing and the effects of pagination and other new technology on newsroom employees.

Mention was made of the fact that this is the 100th anniversary year for ANPA and 40th anniversary of the founding of the ANPA Mechanical Research Department, but far more time was spent looking forward than backward. "While there's no denying that there have been tremendous developments over the past 25 years, I'm confident that the future June conferences will offer even greater technological developments that will enable newspapers to improve their efficiency as a news and advertising medium," ANPA Vice President/Technical William D. Rinehart told a group of newspaper labor and other executives meeting in conjunction with ANPA/TEC.

The challenge ahead was crystallized by several speakers. More than one expressed concern that the newspaper business is not spending enough, compared with other industries, in research and development.

And to sustained applause, Eugene C. Patterson, the head of the Times Publishing Co. in St. Petersburg, urged newspapers to invest more in quality. "The news business is suffering from the same virus as the nation's business: Too often we're taking a financial approach to a creative enterprise, investing for short-term earnings instead of betting on long-term quality, settling for fatness of the bottom line now rather than building muscle for a stronger tomorrow. . . ." ☐

At right: Las Vegas and its huge convention hall host record-breaking show.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BY ROSALIND C. TRUITT
presstime technical writer

In Las Vegas, a town where thousands of dollars can disappear with a roll of the dice, exhibitors at ANPA/TEC '87 emphasized the bottom line and translated the bells and whistles of technology into specific cost savings.

Whether extolling the virtues of mainframe computer systems or "desktop publishing" equipment, presses or mailroom machines, vendors at the June show hammered home the notion that sophisticated circuitry can provide newspapers with a more competitive edge.

Two other themes resounded throughout the huge Las Vegas Convention Center during the Association's 59th Technical Exposition and Conference. "User friendly" was applied to equipment ranging from computerized press controls to color scanners, and exhibitors touted integrated product lines linking the equipment of several companies.

"Newspapers are demanding more and more common interfaces between different types of equipment," William D. Rinehart, ANPA vice president/technical, said. "No one wants equipment that functions alone. It's just not practical."

No one category appeared to dominate ANPA/TEC '87, and observers noted the equipment represented a continuing evolution in technology.

Most vendors offered significant enhancements, said George Cashau, ANPA director/technical research. "I don't see a lot in the way of breakthroughs, but there's a lot of sophistication on the (exhibit) floor."

Increasing automation, as evidenced by robots that move newsprint rolls into position in the press room and others that prepare newsprint rolls for the automatic splicer, was the main attraction at some booths.

Randy Tunnell

Jeff Dowd (left) of Canon USA shows new electronic camera to Nik I. Kamil (center) and Dato Z. Ariff of The New Straits Times Press, Kuala Lumpur, Malaysia.

Electronic photography also got a lot of attention.

As many newspapers are faced with replacing front-end computer systems that are a decade or so old, state-of-the-art systems of all types were a popular draw. Personal computers were everywhere—creating weather maps and other graphics or linked to laser printers for desktop-publishing use.

Many of the front-end vendors also were demonstrating methods of incorporating the stand-alone machines into their "dedicated" systems.

Display ad-makeup systems, of both the personal computer and mainframe variety, caught the interest of many visitors.

Interest in flexographic printing remained apparent, but new offset presses with expanded color capability were also displayed, as were methods of modernizing letterpress units for color.

Gene McDavid, vice president and general manager of the Houston Chronicle and chairman of the ANPA Technical Committee, said it was "our biggest and best show

1987

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Information International's pagination and other products get a demonstration.

yet," adding with a laugh, "I say that every year."

It was biggest in terms of floor space occupied by the booths—302,300 square feet —and in the number of exhibitors—316. Attendance of 13,320 was the greatest since ANPA began charging admission to the exhibit hall in 1982.

Larry D. Strutton, executive vice president/operations for the Los Angeles Times and chairman of the ANPA/TEC '87 Arrangements Committee, was pleased with both the content of the exhibits and the overall look of the show. "The vendors did an exceptional job on the booths this year," he said. "There's hardly a tacky job in the bunch."

In turn, the vendors were pleased with the quality of attendees and with the serious attention paid to their equipment. Even though Las Vegas is a city of considerable distraction, throngs of people were in the convention center through most of the Exposition's five-day run.

Exhibitors said requests for demonstrations kept their personnel so busy that lunch and other breaks were virtually non-existent during show hours.

"This is my 15th ANPA show, and Saturday was the busiest first day we've ever had," said Alden L. Edwards, president of System Integrators Inc. of Sacramento, a front-end hardware and software firm. "In fact, by Sunday, we had scheduled more demonstrations for the rest of the week than we did during all of last year's show."

Among the show highlights were these:

ELECTRONIC IMAGING. Sony Corp. of America, the only vendor of an electronic camera at the 1986 Exposition in Atlanta, was joined this year by Canon USA Inc. and Nikon in the field of filmless photography.

"Electronic photography isn't replacing conventional photography, it will be an adjunct," said ANPA's Rinehart. "But I believe in the next three to five years, most newspapers will be using some form of electronic photography. . . . They'll be able to get more late-breaking coverage, whether it's a big basketball game that runs late or some kind of disaster, into the newspaper."

Sony introduced its ProvMavica single-lens-reflex camera that records still images plus sound (for captioning) on a floppy disk.

The company first exhibited a prototype of the camera in 1981, and Joseph A. Wielock, national sales manager/still image systems, said the technology has advanced since then from images with about 190,000 pixels (picture elements) per 5-inch-by-7-inch image to a resolution of about 360,000 per image today. Conventional film photographs are made up of several million pixels, however.

The company is marketing the camera, a portable still-image player/recorder, an optical disk storage device and a digital transmitter.

Sony's camera, transmitter and recorder/

Randy Tunnell

Digital Equipment Corp. demonstration features newspaper operations role-playing.

player are lightweight. Operating at a baud rate of 9,600, the equipment can transmit a black-and-white photograph over telephone lines in 70 seconds and color photographs in about 110 seconds. Sony demonstrated the technology at ANPA/TEC's concluding general session. (See story, p. 42.)

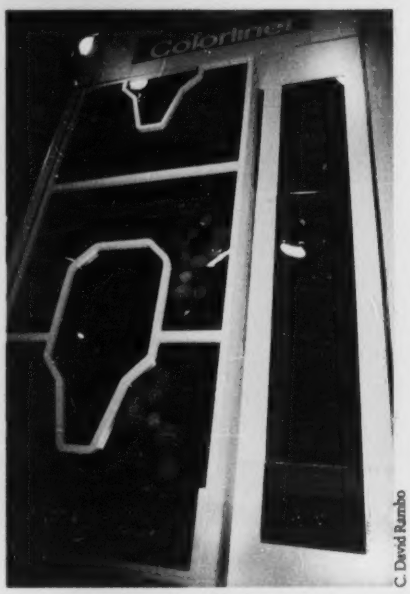
Canon also demonstrated a still video system, including a camera, recorder, printer and transceiver. Nikon placed a still video camera in the Associated Press booth that visitors could examine.

(And just before ANPA/TEC opened, Eastman Kodak Co. announced it will introduce a line of still video products later this summer for both professional and consumer use. Konica USA Inc. plans to enter the market this summer.)

The electronic manipulation of photography doesn't end with the capture of an image, however. Technavia S.A., Crosfield Data Sytems, AP, United Press International, Reuters, Cilas Inc. and Agence France Presse all demonstrated electronic photo desks or electronic darkrooms that can be used to crop, enhance or otherwise change photographs through the use of computers.

UPI's Pyxys, for example, was demonstrated by staffers who sized photographs and corrected color on the screen. Pyxys allows simultaneous viewing of several images, and its high-resolution printer can produce three color separations of different sizes.

UPI said digital transmission will result in better pictures. Analog transmissions result in a loss of clarity as pictures move from camera to negative development to print transmission and manipulation.



C. David Rambo

Electronic display offers detailed look at how Goss' newest offset press works.

AFP demonstrated its Pixar photo terminal with digital reception, which has three input-output ports. The unit also can be used for rotation so that the image can be viewed at different angles, cropped and enlarged.

Reuters' News Picture Terminal features a programmable keyboard and the ability to view up to 16 pictures at once.

The Cilas DIPAS electronic darkroom, which uses personal computers, can link with ECRM, Scitex and Monotype imagesetters for output.

Photographs aren't the only pieces of art being transmitted digitally. In their booths, both UPI and AP demonstrated their new graphics networks.

Beginning this fall, AP GraphicsNet will deliver news graphics via satellite to AP-member newspapers. Harold G. Buell, AP assistant general manager/newsphotos, said graphics will be transmitted automatically to newspapers in much the same way photographs are sent via the LaserPhoto process now.

Newspapers with Apple Macintoshes currently can dial up the graphics computer in New York and have specific graphics transmitted over telephone wires. "We like to give newspapers a choice," he said.

Digitization also is being incorporated into scanners. Hell Graphics Systems Inc. demonstrated its new Chromagraph DC 380 scanner that will allow operators to use digital technology to make more precise color adjustments on separations.

AD-MAKEUP SYSTEMS. Creating display advertisements on a computer screen rather than cutting and pasting by hand saves time, and when last-minute insertions or changes need to be made, time is money. Perhaps that's why the vendors demonstrating such equipment were so busy during the show.

Some companies have taken the personal-computer route. Compugraphic Corp.'s Dawn system has a 19-inch high resolution monitor, a 40-megabyte hard disk and a WYSIWYG (What You See is What You Get) format that displays type in actual size from 6- to 72-point. After being created on a computer screen, ads can be sent to either a laser printer or a typesetter.

CText Inc. also introduced a personal computer-based ad system, ADept, that has menu-driven software and more than 90 fonts. The system has kerning capabilities and can flow copy from column to column and across page boundaries.

Mycro-Tek's AimTouch display makeup terminal with a 32-bit processor chip allows the user to preview a broadsheet page before being set in type. It can flow copy around photographs and other graphics, facilitating the creation of "wraps."

Dewar Information Systems Corp. demonstrated the DISCovery ad-makeup terminal that has a zooming feature to enlarge or reduce point sizes quickly. The terminal also can create standard rules and boxes, rounded and inverted corners, shadow boxes, and special borders such as those for coupons.

C. David Rambo

Cybergraphic Systems Inc. stacks the deck with Apple Macintoshes.

WESTERN LITHO
Randy Tunnell

Western Lithotech employees demonstrate the company's Lithoplater platemaking machine, then hand out plates as souvenirs.

Crosfield Data Systems' AdWizard can change typeface, column measure or point size within seconds. Objects on the screen can be stacked or even made to look transparent. All files are stored on two different disks on two different terminals or file servers.

Information International Inc. purchased the marketing rights to the Layout ADvisor, a system that was developed by the Providence Journal and Bulletin. It can produce camera-ready or plate-ready pages when linked to a pagination system, or it can create paper advertising dummies as a stand-alone system.

EDITORIAL SYSTEMS. In demonstrating editorial systems, computer companies emphasized current or future links to pagination systems.

System Integrators, living up to its name, is developing both hardware and software. Its Tahoe hardware for editorial use has a 32-bit microprocessor and can stand alone or be included in a network of terminals. Its NewsDesk software that drives the Tahoe is also designed for either stand-alone or network use, and offers both word processing and spreadsheet functions.

Digital Equipment Corp. and Atex Inc. both stressed integration of equipment and the idea that technology used correctly can mean cost control.

The DEC booth dramatized how a newspaper would use various DEC and DEC-related products to edit text and reconfigure pages quickly—allowing the newspaper to meet its deadlines while producing a completely up-to-date newspaper for readers.

Atex also used a dramatization to show how editors can monitor the status of pages, insert display ads shortly before a press run and create splashy feature pages.

Newspapers looking for something a bit smaller weren't disappointed either. International Business Machines demonstrated its IBM Personal System/2 that uses PageMaker software to merge text and graphics and has 43 different type faces. The IBM Personal System/2 Model 30 and Model 60 have color displays with up to 256 colors at a time, which can be selected from a palette of 256,000 possibilities. The Model 60 can be linked to other computers in a local area network, and the Model 30 supports a printer, keyboard, mouse and modem.

Compugraphic introduced its Intrepid III, a personal computer with color monitor for editorial use. The Intrepid III is designed for larger newspapers and has a 20-megabyte hard disk.

Pongrass Australia Pty. Ltd. uses DEC computers for its MicroTMS system that integrates classified advertising, display advertising and typesetting. PCs can be hooked into into the system for editing purposes.

Concept Publishing Systems demonstrated its NewsSet software on a Macintosh. It features on-screen hyphenation and justification, programmable keys, variable paragraph indentation and kerning.

PAGINATION. Pagination systems attracted their share of attention.

System Integrators demonstrated a prototype of its Sierra page-design software with WYSIWYG display.

Information International showed how its pagination system now can send pages to a raster typesetter.

A new feature of Crosfield's NewsPro terminal adjusts newsholes automatically, flowing copy around graphics.

Other companies such as CText offered classified pagination systems that are menu-driven and paginate by numerical classification.

PRESSES. Computers even play a large part in the pressroom these days, from keeping track of the number of copies printed to alerting crews that web breaks have occurred. However, the three presses running on the floor at ANPA/TEC '87 —two offset presses for small to medium-size newspapers and one flexographic model—drew much of the attention.

Using a Motterflex three-color unit and a basic FX unit that lays down black as a fourth color, Motter Printing Press Co. printed a four-color, 16-page Las Vegas Show guide. The press also featured an electronically controlled reel stand.

King Press Co. and Solna Inc. ran offset printing presses.

A Japanese press manufacturer, Mitsubishi Heavy Industries Ltd., entered the U.S. market recently, and the company showed videotapes of a completely automated offset press system. It has a splicing preparation robot, an automatic roll-loading device, an automatic paper threader, automatic plate conveyors and a computerized press control system. Company representatives said a sim-

C. David Rambo

Atex conducts a group demonstration for one of its systems.

ilar system is in operation at a daily newspaper in Japan.

The Graphic Systems Division of Rockwell International displayed electronic models of Goss presses. The display models included the Colorliner, a new offset press that prints color on both sides of the web; the Flexoliner, the company's entry into the flexographic market; and the Goss Headliner offset press. All have optional computerized control systems. A booth highlight for many visitors were electronic displays that illustrated how a press works and the options that are available.

Crabtree Vickers displayed its Civilox + 4, a printing unit that adds process color to letterpress presses. The keyless inking system requires no dampening, ink controls or settings and has a precision pin-register system.

Tokyo Kikai Seisakusho showed a videotape of an automatic unit that prepares newsprint rolls for autopasters. One unit can handle eight reels.

MAN Roland USA displayed its Colorman 75, a heavy-duty offset press for metropolitan dailies, as well as its Flexoman that can be installed as a complete new press or as units slipped into an existing letterpress or offset press superstructure.

PRINTING PLATES. Western Lithotech, an offset plate manufacturer, emphasized environmental issues at demonstrations at its booth. The company introduced the Envirotech, a new developer and finisher that doesn't irritate the skin, and the Eliminator, a high-speed, plate-processing unit that separates various insoluable compounds (ranging from resins to pigments) from waste water. The solid waste can be disposed of safely, and waste water can be allowed to go down the drain.

Margaret Genovese

Kurt Brandt of CIP Forest Products Inc. (left) and Thomas P. Grillo of the Birmingham News examine kenaf plants that grew two inches during the show.

Hoescht Celanese Corp., formerly American Hoescht Corp., displayed presensitized offset plates that the firm said eliminate fuzzy dots and improve ink and water balance.

Research and development of flexographic plates continues, with Hercules displaying a photopolymer platemaking system, and NAPP Systems (USA) Inc. demonstrating its NAPPFlex plate and a tabletop exposure unit. Concerns remain over plugging on black halftones, and the companies said research continues in the area of plate chemistries to help solve those problems.

MAILROOM. Increasing automation, more accurate counting of newspapers and inserting machines capable of handling larger newspaper packages were showcased by mailroom equipment manufacturers.

Automated guided vehicles that substitute machine might for human brawn were demonstrated by FMC Corp. and Idab. FMC showed a robotic palletizing system for inserts, and Idab had a roll-handling forklift vehicle.

TKS showcased its new M-250 counter stacker that uses a laser to count up to 75,000 metro newspapers per hour.

Hall Processing Systems, a new joint partnership between Rockwell International and Scripps Howard, showed its Monitor HT stacker that is microprocessor-controlled and has a touch screen. A laser counter is optional.

Denex Systems Technology also demonstrated a laser counter, one which can count up to 125,000 newpapers per hour.

Graphic Management Associates Inc. demonstrated a 20-into-one inserter.

Muller Martini Corp. showed its Print Roll system that compresses, then rolls preprints and jackets onto large, stationary rolls for storage until time for insertion.

In the Editor & Publisher magazine competition for outstanding exhibits, Rockwell International won first place for large booths, Sony for medium-size booths, CIP Forest Products Inc. for small booths and The Pellegren Corp. for non-island booths.

In the Kodak "Run for the Money" contest, the Shin Min Daily News of Kuala Lumpur, Malaysia, was named "World's Best." In the United States/Canada division, the Chicago Tribune won for large offset newspapers, the Pottsville (Pa.) Republican won for medium offset and the Fairbanks (Alaska) Daily News-Miner for small offset. The Syracuse (N.Y.) Herald- Journal was the letterpress winner, and the Stratford (Ontario) Beacon Herald was the top DI-LITHO™ entry. ☐

ANPA/TEC Keeps Growing To the Delight of Vendors

Next Year's Show Already Sold Out

How much bigger can it get?

That's what participants were asking at ANPA/TEC '87 as exhibit space at the world's largest newspaper trade show cracked the 300,000-square-foot barrier for the first time. The 302,300 square feet used represented 11.5-percent growth from the 271,000 figure recorded last year.

Here's another way to look at it. What began in 1927 as the annual ANPA Mechanical Conference didn't exceed 100,000 square feet of exhibit space until 1975. It took only six years, until 1981, for the show to top 200,000 square feet. Another six years and the 300,000-square-foot level was surpassed.

Back to the basic question: How much bigger can it get?

Officials got a short-term answer on the last two days of ANPA/TEC '87 as vendors bid for space at next year's show June 11-15 in Atlanta. "We sold it all, wall-to-wall," said ANPA Manager/Technical Services John J. Ford, who along with Director/Technical Services Peter P. Romano oversees the equipment Exposition for the Association. In fact, the floor plan for the Georgia World Congress Center had to be modified to add booths where none were planned. Even part of an area allotted for a restaurant was sold, Ford said.

Demand appeared to be not at all impeded by a $1-per-square-foot increase in fees for 1988 booths—to $8.75 per square foot for those of 400 or more square feet, and $9.25 per square foot for smaller ones. The last increase in booth costs was in 1985.

When the scramble for 1988 space was over, vendors had committed themselves to occupying more than 330,000 square feet of the Atlanta facility.

If that number holds, ANPA's Romano noted, ANPA/TEC will be well on its way to its next milestone—400,000 square feet.

He cited two primary factors for the show's continuing growth: Many vendors are expanding the size of their exhibits, and their number is rising—from 267 in 1986 to 316 this year and to a projected 320 in '88. "Exhibitors are pleased with the high percentage of decision-makers who attend," Romano said.

Jerry T. Marshall, general manager of the St. Louis division of United Exposition Service Co., said ANPA/TEC is clearly one of the fastest-growing trade shows in the country. United, the nation's largest service contractor for expositions, spent 10 days directing the setup of the Las Vegas show. About 1,000 workers were involved in the installation of carpeting (five miles' worth for the aisles alone), 3.5 million pounds of equipment and a variety of other booth items including "a botanical garden of floral displays," Marshall said.

Even before the most recent spurt in growth, the ANPA show ranked as one of the largest annual trade fairs in the United States. According to William Hamilton, directories editor for the publication Tradeshow 200, it was 39th in exhibit size in 1986. □

The Word from Las Vegas

"We are reaping the benefits of wise investment in technology. But . . . are we investing enough in research and development now to produce future benefits? I worry that we are not."

—ANPA Chairman and President George W. Wilson

"When the electronic camera can stop Walter Payton or Larry Bird in mid-air with sweat dripping off their faces, and output that information to my pre-press department, and I can see it when I pick up my paper in the morning, the electronic cameras will be ready for newspapers."

—Jack Corn, director of photography, Chicago Tribune

"As I travel the country, I am appalled by many of the washed-out, out-of-register, four-column photographs I see on page one that would never be there in black-and-white. Research tells us clearly that bad color is worse than no color."

—Leo Bogart, executive vice president and general manager, Newspaper Advertising Bureau

"We should never lose sight of the fact that for all of our technical achievements, we are only as good as the people who operate our equipment, write our stories and create our advertising."

—Stanton R. Cook, president and chief executive officer, Tribune Co., Chicago

"It's good to see presses running. But I find it ironic when a newspaper orders a press, it takes the press company two or three years to manufacture it and get it running. At the show, they can assemble a press in a few days, and they're running smoothly and without any problems."

—Gene McDavid, vice president and general manager of the Houston Chronicle and chairman of the ANPA Technical Committee

"We believe that the pioneering work has been done in flexographic printing, and we are entering in time to take advantage of the leading edge of a new newspaper technology."

—Sam D. Jenkins, production director, Lancaster (Pa.) Newspapers Inc.

"Until now, the only affordable and practical tool for (newspaper computer graphics) has been the Apple Macintosh, and I believe that will be true for some time to come."

—Roger F. Fidler, director of graphics and newsroom technology, Knight-Ridder Inc.

"Successful quality reproduction requires putting 80 percent of the effort into preparing to run and 20 percent into monitoring the run."

—Charles R. Blevins, vice president/production, Gannett Co.

"The era when newspapers had to address the (press) supplier as 'sir' has changed around."

—William D. Rinehart, ANPA vice president/technical

"If you demand cheap inks, you'll buy inks with pigment levels cut. It also causes blend colors to go far off shade. It's like buying an expensive Mercedes car and then using drugstore motor oil."

—Rinehart

MONDAY—SESSION DAY ONE

Competing for News and Advertising

The Human Factor in Electronic Page Makeup

Latest Developments in Printing Inks

Wilson Challenges Industry To Address Problem Areas

Newspaper Business Spends Too Little on R&D, He Says

ANPA Chairman and President George W. Wilson at the opening general session described changes in operations at his own small, New England daily over the past quarter century to illustrate how new technology has dramatically improved newspapers and to identify several areas that still beg solution.

Although he said "prospects are bright" in the newspaper-technology area for the near future, Wilson was less sanguine about the long term.

"Are we investing enough in research and development now to produce future benefits?" he asked the audience of about 1,500 newspaper executives and equipment suppliers. "I worry that we are not."

Automobile companies invested 3.5 percent of their 1985 sales in research and development; the industrial machine industry invested 4 percent; the electrical industry, 3.2 percent; the appliance industry, 1.7 percent; and the computer industry, 7.7 percent, according to Wilson.

But the newspaper business, he said, "working cooperatively through our association," invests less than 0.002 percent in technological research and development.

Wilson cites his New Hampshire paper to chart technological revolution.

Wilson, president of the 21,501-circulation Concord (N.H.) Monitor, cited the following problems he would like to see technology address:

- **Newsprint.** "High prices for newsprint deprive me of dollars for the news product. New papermaking machines cost $200 million, and the technology is 100 years old; it is necessary to get that cost down. Kenaf has great promise as a replacement or supplementary fiber for wood. . . . I would like to see another fiber for papermaking."
- **Post-press.** "We need faster, more reliable and automated inserting machines."
- **Prepress.** "I want to be able to tie different suppliers' machines together to integrate all prepress production work on computers and terminals. And I want as much of the hardware as possible to be generic, personal computer hardware. I will pay for applications and networking software, but I don't want to be locked into high-cost service contracts to maintain proprietary iron that will be made obsolete in five years."
- **Delivery vehicles.** "I need a way to speed up delivery and increase the productivity of motor route drivers so we can pay them better."
- **Library.** "I want an electronic library for use by our staff and the community, but I want the cost to come down substantially."
- **Presses.** "I want better, cheaper printing presses. In 1969, the Monitor bought a new press to meet its current and future needs. The cost . . . was equivalent to about 17 percent of one year's revenues. Today, a press meeting the same needs would cost an amount equal to more than 60 percent of a year's revenues. That's too much."

Wilson made it clear that—his list of problems notwithstanding—newspapers owe much of their current prosperity and vigor to the technological breakthroughs of the past.

As an example of that, he detailed the progress of the Monitor, which, he said, is "pretty typical" of daily newspapers in the United States, 85 percent of which have circulations under 50,000.

When he started there exactly 25 years ago, he said, the last previous technological decision had been made 40 years earlier—"whether to buy Linotype line-casting machines or Intertype machines."

The "entrenched" production department was "totally resistant to change," he said. Management was "functionally illiterate on technical matters"; type was set at five lines a minute; all copy had to be rekeyboarded; and only two or three pictures a day could be published because they had to be sent out for expensive zinc engravings.

The Monitor employed new technology as it emerged, he said, and today there are 15 people in the composing room instead of 17, 35 people in editorial instead of seven; the paper averages 40 pages a day instead of 16; it publishes 20 pages of news a day instead of eight. The paper, he said, "is better in all respects—appearance, content, organization and service to our customers."

From his experience in Concord, Wilson said two things are clear to him:

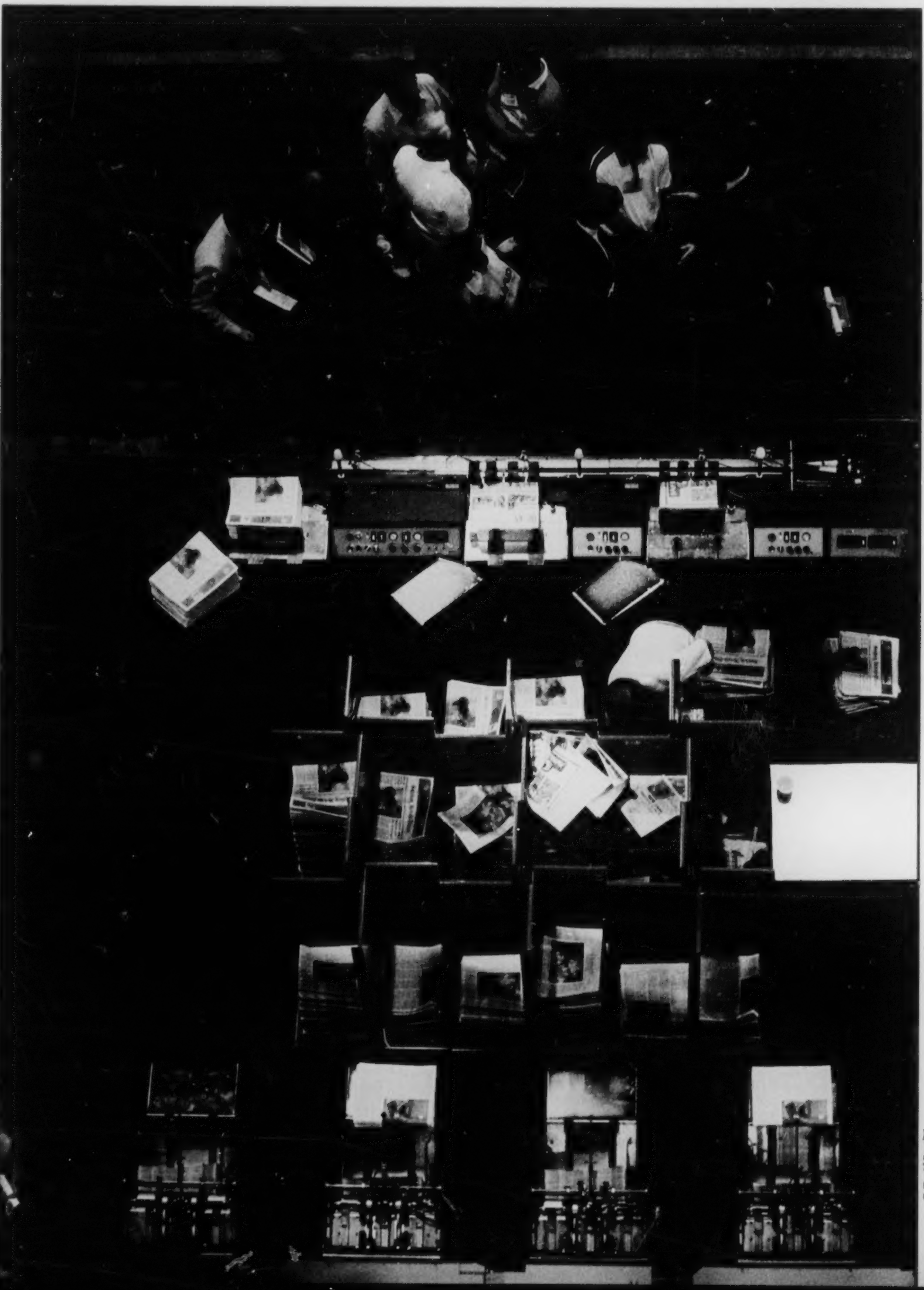
"If we hadn't had photocomposition, offset printing, photopolymer plates and the computer revolution, we would be a second-rate business today.

"Secondly, no amount of managerial skill, enlightened personnel policies, devotion to editorial excellence or energy applied to sales and promotion would have brought newspapers to their current state of improvement, strength and promise without those technological breakthroughs."

Noting that this year marks the 100th anniversary of ANPA and the 40th anniversary of the establishment of ANPA's Mechancial Research Department, the ANPA chairman said the Association "will live to celebrate its 200th anniversary" if it continues to help newspapers perform as "the single, indispensable medium that informs and unites a people uniquely entrusted with the responsibility of self-government and the blessings of liberty.

"ANPA will serve that end if for the next 40 years it stimulates technological innovation, fosters research and helps its members use technology wisely. I'm sure it will." ☐

At right: Bird's-eye view shows detail of Kansa Corp. inserting machines and bins that hold materials for insertion.



C. David Rambo

Editors, Ad Executives Alike Must Pay Heed to Readers

The Bottom Line Hinges on Quality

The different worlds of competition for news and advertising came into focus in the first of three general sessions with a Wall Street theme, "The Market."

Eugene C. Patterson, chairman and chief executive officer of Times Publishing Co. in St. Petersburg, said newspapers' chief competitors in the news-gathering process are other newspapers.

On the other hand, newspapers are faced with a growing number of outside competitors in the battle for advertising dollars, said Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau.

Patterson dismissed the notion that television poses newspapers' primary competition for news with this stinging line: "We've handled those bozos for 40 years now." Nor are radio, magazines, cable TV, other electronic information services or shoppers the real competition, he said.

"Competing with one another for news is still our newspapers' warmest external challenge, and the healthiest one," he said.

Patterson scolded those in the newspaper business who apply a bottom-line mentality to journalism. "Too often we're taking a financial approach to a creative enterprise," he said, by "investing for short-term earnings instead of betting on long-term quality; settling for fatness in the bottom line now rather than building muscle for a stronger tomorrow; mistaking money and numbers for journalistic strength; buying and selling instead of sowing and reaping; making like the village banker instead of the town tribune; and getting pretty complacent about what's expected of us in the way of public service."

In the marketplace, he said, such attitudes "can get newspapers blind-sided as painfully as the automakers and electronic companies got hit" when they ignored the rising tide of car imports "and lost touch with quality control."

To avert that fate, newspapers should practice what Patterson called "whole journalism." This means thinking of words, illustrations and page design as one unit to be "handled whole."

It also means moving news coverage onto two parallel tracks "that simultaneously narrow local coverage and widen our view of the world so that the two parts make a greater whole," he said. Readers want intensified coverage of "the communities and neighborhoods where they're raising their families, paying their taxes and cussing potholes"; at the same time, as they become more cosmopolitan, they are demanding "less parochial" coverage of world events.

Patterson said that by practicing whole journalism, newspapers can achieve that elusive goal, quality. (The bulk of his speech is reprinted on pp. 49-50.)

NAB's Bogart picked up on Patterson's theme by noting that a 19th-century Indiana newspaper "had a motto on its masthead that would probably resonate with a lot of publishers in our business today: It was 'Not for love, honor, or fame, but for cash.'" That publication "didn't last very long," he said, "proving that newspapers must generate love, honor and fame through journalistic excellence in order to produce a respectable cash flow."

Bogart said newspapers can meet the escalating competition for advertising only by maintaining and strengthening "the one asset our advertisers are interested in: our readership."

Noting that "baby boomers" are now "maturing into the ages where newspaper reading is at its peak," he said weekday circulation and penetration should be climbing, but aren't. In fact, "reading frequency" has continued to decline, said Bogart, who jolted the early-morning session with this rawboned formula: "For every 1-percent drop in our level of daily readership penetration, there has been a decline of 0.5 percent in our advertising share."

The chairman of the Arrangements Committee, Larry D. Strutton, presides at opening session.

He added: "The problems that face us in this area are extremely complex. They involve distribution and pricing, as well as the creative side of the product."

Bogart disputed the belief that people who do not read a newspaper have insufficient time to do so. "It's just not true," he said. "Our studies show that they've got more time on their hands than the rest of us. They've simply got to be convinced that reading the paper saves them time, and that it's more valuable to them than the hours they squander on TV.

"Not just hours, but money. Last year, our readers spent $8 billion to buy our papers. They spent $10.5 billion on their cable TV subscriptions."

Fear of losing still more readers has led newspapers to hold down circulation-price increases below the rate of general inflation, resulting in pressure to increase ad rates, Bogart said. Ad rates have climbed an average of 76 percent since 1980 while the consumer price increase has risen 21 percent, he said. Whereas advertising accounted for 75 percent of newspaper revenues six years ago, it now brings in 81 percent.

The higher ad rates have been put into effect, he said, even though "new forms of competition are popping up all the time."

One potential competitor that Bogart discussed at length is electronic classified advertising. "Ten years ago, a lot of people in our business were fearing Armageddon. If we're no longer worrying about it, that may also be a mistake," he said, noting that "classified is up to 34 percent of total advertiser investments in newspapers and represents 40 percent of our ad revenues."

Videotex or teletext forms of classified advertising have not proved themselves in the marketplace, Bogart said, but growth could come in specialized listings systems for real estate brokers, employment agencies or car dealerships. "These will become an attractive supplement to general mass advertising and will siphon off revenues that might otherwise come to us."

To meet this challenge, newspapers should get into the electronic classified business and should standardize entry of classifieds from remote terminals, he said.

Like Patterson, Bogart deplored complacency as a common pitfall in the newspaper business. But he said "technology in the form of 'desktop publishing' may reinvigorate the seeds of competition in newspaper markets where complacency has reigned." ☐

Newspapers Are Benefiting From the Power of PCs

Better Laser-Printer Quality Is on the Way

Newspapers' growing use of personal computers is resulting in better and more profitable publications, according to panelists at the workshop on "PC Options and Opportunities."

Future possibilities seem almost unlimited.

Roger Fidler, director of graphics and newsroom technology of Knight-Ridder Inc., said PCs "have the power to revolutionize the entire prepress operation of publications."

Other speakers were C. Morgan Brassell, project development manager of the Los Angeles Times, who described an emergency typesetting plan that incorporates eight Apple Macintosh computers and off-the-shelf software; and Edward F. Baer, director of computer services of the Atlanta Journal and Constitution, who outlined a systematic approach to putting PCs to work in various departments.

Fidler, a pioneer in use of computers to create newspaper graphics, offered his view of "tremendous future opportunities" afforded by PCs in:

- **Pagination.** Several hundred smaller newspapers are using personal computers and laser printers "to at least partially paginate their pages," and he would not be surprised "to see metropolitan newspapers using Macintosh IIs and laser printers next year to fully paginate their tabloid sections."

Laser-printer quality, generally at 300 dots per inch, is not as good as traditional typesetters' 1,200, but improvements are expected. Varityper has introduced a printer with 600 dpi resolution, and "more companies are expected to announce similar systems in the next few months."

- **Digital photography.** Some advanced personal-computer models, specifically the new IBM Personal System/2 and Macintosh II, are powerful enough to handle digital photographs, but there is not yet software available to "edit and process images from digital cameras and scanners. Once this is available, you are likely to see an explosion of digital photography in newspapers."
- **Color.** Macintosh software is available—and is being used—to make black-and-white separations of line art. "Other applications that make it possible to prepare color separations for complete tabloid and broadsheet pages are expected soon."

Much of Fidler's talk focused on virtues of the Apple Macintosh. Introduced in 1984, the original machine and its progeny have become the "de facto standard for newspaper computer graphics," he said.

Macintosh attributes include low cost, ease of use, relatively high-quality output, and the ability to let users "share graphics in the way we have shared wire stories" through the Knight-Ridder Graphics Network and the Associated Press Access service, he said. In contrast, IBM personal computers are popular for word processing and "number crunching," Fidler said, but "they are not graphics machines." Even the latest generation of IBM personal computer, the Personal System/2, has no graphics software yet.

Fidler stressed that he did not want to seem "like a Macintosh salesman." But he was not the only one to praise the Apple equipment.

"The beauty of the Macintosh is that if all else fails, you can still get the paper out," said Brassell of the Los Angeles Times. He said if an earthquake or other disaster ever knocked out up to two of the Times' three production facilities, the newspaper still would be able to produce a 16-page, all-editorial edition with Macintosh computers that are used normally for routine office functions. "This concept was basic in planning and system design," he said.

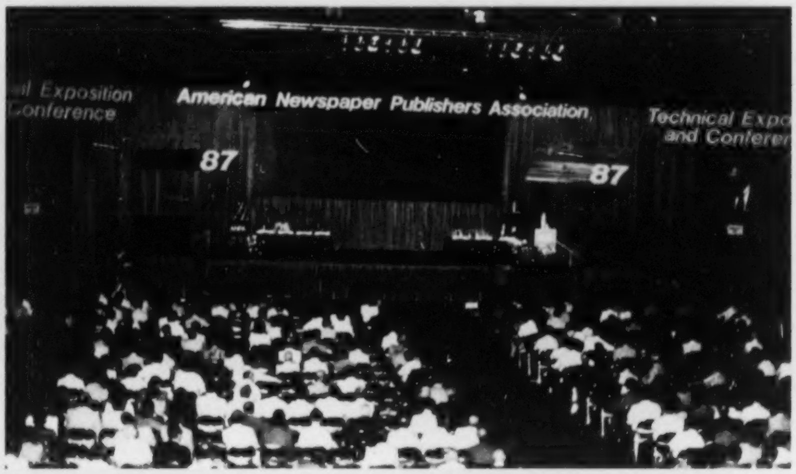
Brassell issued a warning to front-end system manufacturers in light of PCs' performance and proliferation. "The established newspaper system vendors are under siege," he said. "They must broaden their vision. They cannot continue to ignore new developments in the PC world. Technology and competition from PC developments will force them to provide us better systems."

Baer of the Atlanta newspapers said one way to put PCs to work throughout a newspaper plant is the "laissez-faire" approach. People are allowed to "do your own thing," and there are no restrictions on hardware or software used and no common-usage guidelines. A benefit is that people find creative ways to use their computers. But the freewheeling atmosphere also can result in a "Tower of Babel" in which different computers cannot work together.

On the other end of the spectrum is the "unilateral approach," Baer said. A designated person or committee dictates everything regarding PC policy. The policy would promote standardization, but it "would kill creativity," he said.

The Journal and Constitution took a "middle of the road" approach. Users develop their own applications for the computers, but guidelines are established for "more esoteric aspects like backup, security and documentation."

Though the PC workshop was replete with details on high-tech capabilities, there also was a message for more human considerations. Fidler summarized: "We must not forget that computers, no matter how powerful, are only as creative and skilled as the people who use them." □



Convention Center Rotunda provides ample room for Conference general sessions.

Some Editors Feel 'Ambushed' by Pagination

Effects on People Often Have Been Ignored

Publishers who have adopted pagination have done so to save time and cut costs, but the effect of that technology on people often has been ignored, the moderator of a workshop on the subject said.

"While the technicians and the computer wizards have been dazzling us year after year with more and more spectacular machines, something ominous has been brewing in our newsrooms," said Eric Wolferman, executive editor of The Reporter in Lansdale, Pa.

Wolferman, who has been a consultant to a number of other newspapers on pagination, said "It is the feeling of many paginating newsrooms that they have been ambushed by pagination. They have simply been unprepared to deal effectively with the technical, organizational and management issues that pagination presents."

Those observations were supported by preliminary findings from a study conducted last fall and winter at 32 U.S. newspapers using pagination equipment.

Gilbert H. Fowler, a journalism professor at Arkansas State University, said that after electronic page makeup began, employees indicated they were having less personal contact with their colleagues, experiencing greater job intensity, expressing more dissatisfaction about their jobs and feeling a loss of autonomy.

Not surprisingly, employees who had been asked for their views prior to the pagination system's selection were more satisfied with the equipment and more content about the effects the technology was having on their jobs.

According to the survey, editors spend an average of four and a half hours a day on pagination terminals. "The more hours they spent on the terminal, the more likely they were to say, 'I became obsolete the day my newspaper installed pagination,'" Fowler said. "Which makes one believe that we need to look at retraining, reskilling, informing them of how it's going to impact on their particular job."

The survey also found there was less confusion when one person in the newroom had overall responsibility for the system.

Introduction of pagination systems has meant that some jobs once considered within the province of the production department are now handled in the newsroom. This has led to tension between workers in the two departments, the workshop on "Coping with Pagination and New Technology" was told.

Tapes Available

Cassette tape recordings are available of all ANPA/TEC '87 general sessions and workshops.

Recordings of the three general sessions cost $18 for each session; recordings of the 10 workshops cost $9 each. A full set of tapes is $137.

To order, contact ACTS Inc., 1025 East Clayton Road, Ballwin, Mo. 63011; (314) 394-0611.

At the show, the hottest-selling general-session tape was "The Futures," according to ACTS Vice President Janice M. Hollandsworth. Most popular workshop tapes were those on "Coping with Pagination and New Technology," "PC Options and Opportunities," "R&D—Reclamation and Disposal," and "Ad Composition/Ad Tracking."

One panelist suggested that the division between editorial and production stems from the fact that many young people entering the newspaper business these days start at fairly large papers.

"On a small weekly newspaper, you had the experience of doing everything, from making halftones to selling ads to putting a page together on an old flatbed press," said William H. Stroud, assistant to the executive editor of The Philadelphia Inquirer.

"We used to grow a lot of generalists in this country, but too many people who come out of journalism school . . . don't have a clue as to how a newspaper is put together. It's a total mystery to these people," said Stroud, who is project manager for installation of an Atex Inc. pagination system at the Inquirer.

Jules S. Tewlow, director/special projects of Lee Enterprises Inc., said he believes a journalism education should include a healthy dose of technology. "They (students) need to know how newspapers function from top to bottom. They need a cooperative, cohesive effort not only to understand how technology works but how people can best work together."

Laura Schwed, assistant managing editor/graphics for the Westchester Rockland Newspapers Inc. in White Plains, N.Y., said that in order for pagination technology to function properly, editorial people must become more technically oriented, and production personnel must learn more about how the newsroom operates. ☐

ANPA/TEC
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SHUTTLE BUS SCHEDULE
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SUNDAY 10 AM-6 PM
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Margaret Genovese

The Exposition and Conference drew 13,320 people and three ducks.

The World of Inks Has Become Very Complex

Experimentation Continues on New Formulations

When newspaper people think ink, they no longer think of just one kind of substance. That fact was made clear at the workshop on "Printing Inks."

Representatives from two newspaper companies, an ink company and ANPA's research staff gave progress reports on several developments: using offset ink on a letterpress press, using water-based ink, the newspaper industry's switch from untreated to treated petroleum in ink, and ANPA's work to develop ink made from oils from soybeans and trees.

Jereld L. Underwood, assistant production director for the Houston Chronicle, reported on his newspaper's six-month experiment with offset ink on a letterpress press. The goal is to improve reproduction without replacing the newspaper's 87 letterpress units.

The Chronicle calls the process it developed "Aqua Flex." Underwood noted that it uses components of all three of the major printing processes currently used in newspaper publishing. Aqua Flex takes from the offset process a light impression as well as non-glycol, web-offset ink. From flexo, it takes a soft, water-resistant plate. And the ink is used on a letterpress press.

One factor in the success of the experiment to date has been the type of newsprint used. When using newsprint made from spruce trees, press runs were problem-free 90 percent of the time, Underwood said. The success ratio dropped to 60 percent when pine newsprint was used.

The Chronicle is studying the feasibility of adapting a complete nine-unit, Goss Mark II press to Aqua Flex, Underwood said. He estimated the cost to modify one unit at up to $30,000. Forty-seven percent of that cost is "reclaimable," he said, because the spray-bar dampening system can be retained when, at some time in the future, a new offset press is purchased.

The project is "highly experimental," Underwood stressed. "Where it's going to take us we don't know. Hopefully, it will extend the life of our letterpress."

Water-based ink was discussed by the pressroom superintendent of the Providence Journal and Bulletin, Thomas J. Pendergast. He said his crews are "about 98 percent of the way home" in learning to print with the ink.

The newspapers, which have been experimenting for several years with water-based ink in flexographic printing, are almost ready to move into a new printing and distribution facility that has a new flexo press.

"We still have a few problems, of course," he said. "Fill-in of halftones and mottling of solids continues to come and go. We feel that we have made great strides in these areas." But he reminded the audience that these problems are "common," no matter what printing process is used.

In the year and a half since the newspaper industry switched to so-called "treated oil" inks, prompted by implementation of the federal government's "hazard communication" standard, some users have complained that the new inks don't perform as well as the old inks made with untreated oil, said Bruce E. Blom, assistant technical director of Flint Ink Corp. Although Blom said the complaints were not unanimous—and some users even said the new inks ran better than the old ones—Flint decided on some comparison testing.

Conducted at ANPA's technical laboratory in Reston, Va., the tests showed that "cleanup"—measured by the number of copies printed before there was no background toning—was "slightly less" with untreated ink. However, the treated ink showed more flexibility in balancing the mix of ink and water in offset printing. In general, he said, results were better for both cleanup and ink-water range when "soft" water was used rather than "hard" water. Best results were obtained with an independent dampener as opposed to an ink-train dampener, he added.

Flint also asked three manufacturers of press blankets to compare the effects of treated and untreated inks on blankets. It did so after receiving complaints that print quality was deteriorating but could be improved dramatically with packing under the blankets, Blom said.

As a result of the testing, the ink company and blanket manufacturers theorized that the blankets were wearing out faster when treated oil inks were used because these new inks do not cause the blankets to swell as much as the old, untreated oil inks did.

"Blanket manufacturers felt that they could deal with this problem by changing some component of the blanket structure, and I have been told that this has been done and is working successfully," the ink executive said.

Blom also addressed complaints about low-rub inks made from treated oils. Their development got "caught up" in the swift change to treated oil, and some users complained about pipe-roller buildup, he said. New formulations currently being tested "seem to meet the criteria set by the user."

The final speaker turned attention to the development of non-petroleum inks by ANPA. The Association's research on non-petroleum inks began in 1980, soon after the second oil shortage hit the United States, said John T. Moynihan, ANPA research chemist.

Starting in 1983, the Association began obtaining patents on ink using "tall oil," a byproduct of the wood-pulping process. Even though the supply of raw materials for this ink is good at present, it was tight as recently as two years ago, Moynihan said.

Consequently, the Association developed ink that uses a much more available source, soybean oil. "It is faster growing soybeans than treees," Moynihan said. "If shortages develop, more soybean can be planted and the oil extracted. Soybean oil also has good properties for use as an ink vehicle, and its use in printing inks could provide a boost to United States farmers." (See story, p. 80.) ☐

Margaret Genovese

Fun Run Rewards

The third annual Exposition and Conference Fun Run sponsored by **presstime** was won by Edward J. Cloos Jr. of Gannett Rochester Newspapers and Fiona Dunn of the Calgary (Alberta) Herald.

In the photo above, **presstime** Advertising Manager Jonathan A. Reed presents a plaque to Dunn, whose time of 14 minutes and eight seconds for the two-mile course was best in the women's division. Cloos (right) captured the men's division for the second time, finishing in 12:33.

TUESDAY—SESSION DAY TWO

Press Technology Demands Many Decisions

The Fountain of Ink Issues

Achieving Quality Reproduction

Abundance of Press Options Is a Boon to Newspapers

Prices Stabilize in Once Narrow Field

The unprecedented range of printing possibilities was covered in the workshop on "Press Options."

"Never before in the entire history of the newspaper business have you had so many press options when considering newspaper printing press equipment," said William D. Rinehart, vice president/technical of ANPA.

"Just a few years ago, you had no basic options except from which manufacturer you would buy a press, and even then your supplier options were very limited," he said. "The shift to many potential, excellent manufacturers has stabilized prices and possibly reduced them, and offers many different press configurations."

Rinehart also observed, "The era when newspapers had to address the supplier as 'sir' has changed around."

Other panelists explained their newspapers' decisions to buy new offset or flexographic presses, or to convert existing units to the anilox inking system.

Sticking with the older offset process but choosing different brands were two Times Mirror Co. newspapers, Newsday of Long Island, N.Y., and the Los Angeles Times.

Newsday decided in early 1985 to buy six M-72 offset color units manufactured by Tokyo Kikai Seisakusho, the Japanese company more commonly known in North America as TKS. During the first quarter of 1986, one of the new units was added to each of six existing presses as part of a plan to expand color capability. Later, Newsday bought three M-72 presses of 10 units each.

As suppliers reserve space for next year's Exposition in Atlanta, Homer E. Taylor Jr. (left), chairman of the ANPA/TEC '88 Arrangements Committee, reviews floor plan for that show with ANPA's Peter P. Romano.

Margaret Genovese

James H. Norris, vice president operations, said the initial selection was based in part on the fact that the configuration of the TKS unit lent itself better to being installed in the newspaper's Melville, N.Y., plant.

Another factor was TKS's commitment to preassemble, test and dismantle the units before shipping. This "promised that many of the customary start-up problems would be addressed before the presses ever entered our plant," Norris said.

At the Los Angeles Times, which recently announced a $385-million press-replacement project, the choice was Goss Colorliner offset presses. "Although the Colorliner is still on the drawing boards and the design is unproven, the Goss Company will install a prototype unit at our San Fernando Valley plant in January 1988," said Production Director Paul R. Gledhill.

Gledhill said one particularly attractive feature is its "building block" design that "will allow us to add or possibly change color locations without a major impact on cost or existing operations." Flexo presses were ruled out, he said, "because of the size of our 18-press, three-plant operation and a very compressed page flow."

Flexography, and specifically the Flexoman of MAN-Roland USA Inc., found a customer in Lancaster (Pa.) Newspapers Inc.

Noting that flexo has received some unfavorable reviews in certain trade publications, Production Director Sam D. Jenkins commented, "You may be wondering why anyone would choose flexographic rather than lithographic (offset) printing. If, on the other hand, you are actively involved in making a new press-purchase decision and have been able to view the current printing being done on flexo presses, the decision takes on a different hue."

Two years ago, when the company that publishes the Intelligencer Journal and the Lancaster New Era began looking at flexo, "The unknowns," Jenkins said, "were far more numerous than the knowns."

But progress since then has "largely . . . put to rest" the "concerns and fears" raised

At right: Gregory J. Ptacin (left) and Robert W. Reis of the Herald-Whig in Quincy, Ill., stop at Goss booth to get their bearings.

Randy Tunnell

about the flexo's adaptation to newspaper production. Jenkins told the crowded workshop that the pioneering stage of newspaper flexography is over, "and we are entering in time to take advantage of the leading edge of a new newspaper technology."

The Flexoman presses ordered earlier this year will enable the Lancaster papers to eliminate the use of chemicals in the pressroom because flexo's water-based ink system can be "washed up with plain water, and there are no blankets to wash and no rollers in the ink train."

Jenkins added: "I believe that the average home-delivered newspaper from a flexo press will be superior to an average home-delivered newspaper printed by other means. The complete lack of ruboff of the ink, the brightness of the colors available, and the consistent density from page to page and beginning to end of the press run will let us concentrate the efforts to achieve quality in other areas."

Another press option is to renovate existing units rather than replace them, and that was the decision of the South Bend (Ind.) Tribune. Paul J. McGann, editor and publisher, said he was told many years ago, "You don't wear out a press, you outgrow it." And in the case of the Tribune, the 18-unit Goss Mark I letterpress press with eight color half decks will provide ample capacity for many years, he said. So the 35-year-old press is being converted to the anilox (keyless) inking system known as Civilox, a product of Crabtree Vickers Inc.

The order was placed last August, and the first unit was converted during a seven-day period in February. "So the lead time in making this kind of a press change is not very far," McGann noted—unlike the order of a new press that can take two or more years to be filled. Cost of the anilox conversion and the refurbishing of the Tribune's reel room will be less than $5 million, whereas a new press of comparable size would carry a price tag of $20 million to $30 million, he said.

Unlike flexography, which transfers ink directly from the anilox drum to the plate cylinder, an anilox conversion uses two form rollers to transfer the ink. But McGann said the conversion yields many of the same benefits as flexo.

ANPA/TEC audiences also heard some discussion of the press options of the future.

In the general session that preceded the workshop, Eugene Bell of the Chicago Tribune urged the newspaper business to keep the pressure on press companies to meet changing needs. "We as an industry should demand even more options from press manufacturers," said Bell, vice president/operations director. "We need more automation by way of controls, sensors, microprocessors and less opportunity for human errors."

And in the workshop, ANPA's Rinehart reported "there are considerable developments coming out of the electronic world which will make it possible to image paper directly from electronic memory." Potentially, this will enable a newspaper company to customize the news and advertising content for each subscriber.

Rinehart predicted that "the next generation of newspaper production executives won't be debating what to buy—offset or flexo—but looking at new electronic direct-imaging systems." ☐

Promising Future of Kenaf

Since 1979, when newspapers conducted the first press trials of newsprint made of kenaf, "great strides" have been made to develop the fast-growing annual plant as a source of fiber for newsprint, according to C.A. Thompson, vice president of CIP Forest Products Inc.

"The results to date indicate that kenaf can provide a long-term, reliable source of fiber for the production of high-quality newsprint in the Southern United States," Thompson told the general session on "The Issues."

CIP has been working on kenaf development with Kenaf International, a company partially owned by The Bakersfield Californian. The U.S. Department of Agriculture also has joined with KI, providing financial support for an evaluation of a kenaf production system, he said.

Thompson reviewed the kenaf project regarding seed and fiber production, harvesting and handling, the pulping process and pulp quality, and papermaking and newsprint quality.

On papermaking, he said the initial paper machine trial was made on a relatively slow-speed Fourdrinier machine. To establish how kenaf would perform on a high-speed, twin-wire machine, trials were run earlier this year at a mill in Beloit, Wis.

For comparison purposes, newsprint was also made on the same machine from two other types of newsprint "furnishes," both primarily of groundwood—one from a Canadian mill and the other from a southern U.S. mill.

"The newsprint produced from kenaf compared well in tear, tensile and burst strength with the newsprint made from the Canadian mill furnish and was superior to that produced from Southern mill furnish," Thompson said. Optical and printing properties of the kenaf paper were better than either of the others, he added.

The next step will be a commercial machine trial, which Thompson said is scheduled for July 12 at CIP's mill in Trois-Rivieres, Quebec.

Also under way is the development of economic and engineering estimates for a kenaf pulp and paper mill, the CIP executive reported. If results are favorable, marketing and detailed engineering design will commence, he said. The final step would be construction of a kenaf mill in southern Texas.

Smurfit Qu New
Quality Newsp

Harlan Hanson (left) of Smurfit Newsprint Corp., Oregon City, Ore., explains newsprint machine model to James A. Pentecost of Printco Inc., Greenville, Mich.

It's a Lot Easier to Buy Ink Than To Get Rid of It

Recycling Programs Are Found Effective

What is 15 times more costly to dispose of than to purchase as a raw material? The answer is petroleum-based ink.

"West Texas crude oil right now is selling for nearly $20 a barrel," said Gene McDavid, chairman of the ANPA Technical Committee. Yet many newspapers are paying $300 per barrel to get rid of waste ink, he reported. "We no longer have a friendly landfill operator who will take our waste."

Every newspaper has its own "horror story" regarding disposal of waste ink, said McDavid, vice president and general manager of the Houston Chronicle. In the case of the Chronicle, the story began when, unbeknownst to newspaper officials, the operator of the landfill where the newspaper had been dumping its oily waste informed one of the newspaper's truck drivers it no longer would accept it as of a certain date. The driver proceeded to dump the waste-ink barrels anyway, McDavid said. "That led to a fistfight, our driver was thrown in jail and the Chronicle had a lawsuit on its hands."

McDavid's address at the general session on "The Issues" was titled "Ink—A Cradle to . . . Grave Issue." He said the title referred to the fact that ink problems begin with the raw materials that are used in its manufacture, continue during its use and end with its disposal.

In the "cradle" portion of his speech, McDavid spoke of newspapers' changing perspective on ink. "In the good ol' days, we weren't concerned that ink used in printing our papers was made from petroleum. . . . But no more." For one thing, he said, the supply of oil is no longer assured.

Gene McDavid

He also cited the change from untreated to treated oil in the manufacture of ink, prompted by federal health and safety regulations and said it will be important for ink suppliers and newspaper executives to keep up with changing regulations.

The focus is now on whether there are differences in the properties of treated oils, he said.

McDavid also discussed changes made for safety reasons in the pigments used in color inks. "It is important that no newspaper slips into the trap of ordering cheap, nonconforming ink," he said. "The ultimate price of nonconformity is very high."

The "grave" portion of his speech set the stage for a subsequent workshop session on "R&D—Reclamation and Disposal."

Ottaway Newspapers Inc. selected a recycling system from Alternative Resource Management, said James D. Hitchman, vice president, production.

Among the reasons for choosing the system were its ability to recycle both ink and solvents, its use of a metal filter rather than disposable paper filters, its safety and its adaptability to a newspaper's requirements.

The "test system," installed at Ottaway's Times Herald-Record in Middletown, N.Y., uses distillation to reclaim waste solvent and a process of heating and filtering to reclaim waste ink.

With regard to the recycled ink, ink company tests found it "acceptable" for runability, Hitchman said. The system has reduced the newspapers' "hazardous ink monthly output" from more than three 55-gallon drums to only 10 gallons, he added.

The system, designed to handle the group's four New York papers, cost $60,000, with an additional $12,000 for ancillary ink piping. Hitchman said it will pay for itself in just over two years by reducing waste disposal fees and providing recycled ink and solvents.

The problems of coping with waste ink and solvents at The Miami Herald are varied because the newspaper has four different kinds of presses. "Each printing method has its own waste characteristics," said Armando J. Gonzalez, chief engineer.

In addition to using several ink-recycling techniques, the Herald recycles blanket wash by putting the used wash into a drum and letting impurities settle to the bottom. The top portion is pumped away and used to wash floors and the press; the remainder is combined with waste ink and buried.

At the Los Angeles Times, a comprehensive ink-recycling project is on the drawing boards.

Charles J. Morrow, director of technical services/operational planning, said California law now requires that generators of hazardous waste have a program to reduce—and wherever possible recycle—the material. Printing ink is considered a hazardous waste in the state, he said.

But federal officials are advocating waste reduction and elimination, rather than recycling, treatment or incineration, he observed. "They say we as generators have to eliminate the problem. Now, if this is true, we as an industry have to analyze why we generate so much waste and get back to our vendors and equipment manufacturers to help us resolve this problem." □

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Exposition and Con
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EXPOSITION ENTRANCE
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EXPOSITION ENTRANCE

Traffic is heavy for the five-day Exposition.

Margaret Genovese

Opinion Differs Widely On Action Against Drugs

'Pushers Are There in the Plants'

The experts on the panel didn't resolve the basic question formulated by the title of their workshop—"Mandatory Drug Testing???"—but they did get an earful about the scope of the drug-abuse problem in the newspaper business and the need for action.

The important questions of how to set up a fair testing program, the accuracy of tests and privacy considerations dominated the 90-minute session, but the immediacy of the issue was brought home dramatically toward the end when a union leader spoke from the floor.

"There's problems in the plants, I'll tell you right now, and somebody better start doing something about it," said George Tedeschi, president of the 2,000-member Local 406 of the Graphic Communications International Union, Farmingdale, N.Y. "Pushers are there in the plants," he said, "and don't think they're not, 'cause they're there."

Tedeschi said "some union officials feel that testing is totally wrong, it's unconstitutional and everything else, but we have to start somewhere, and pre-testing employees is important. It's very, very important." Pre-employment testing may be only "the tip of the iceberg," he said, "but it's going to stop the influx of maybe the real bad cases."

Indeed, no one was denying the problem. Moderator James W. Hopson, publisher of The Middlesex (Mass.) News, opened the session noting that a recent survey showed that "19 percent of employed 20- to 40-year-olds used illegal drugs in the last month."

"There's probably no reason to assume that the newspaper industry has a greater drug problem than the nation as a whole, but there's also no reason to believe that our industry's problem is any less, either," Hopson said.

Panel members Dr. Wayne O. Buck, corporate medical director of The Times Mirror Co., and J. Michael Walsh, director of the Office of Workplace Initiatives of the National Institute on Drug Abuse, supported testing programs if they are, in Walsh's words, "done right."

Their panel colleagues, Paul Schrade, co-chair of the Workers' Rights Committee of the American Civil Liberties Union of Southern California, and John Seigenthaler, chairman, editor and publisher of The Tennessean in Nashville, generally opposed testing for drugs.

Dr. Buck described in detail the Los Angeles Times' testing program, which includes pre-employment tests and "for cause only" tests of existing employees.

Since pre-employment tests were established in 1985, he said, the percentage of applicants testing positive has decreased 50 percent—from 13.6 to 6.85. For existing employees, tests may be requested when their behavior is "bizarre, irrational, violent" or when supervisors or fellow workers make a referral.

Nearly nine out of every 10 employees seen by the newspaper's counseling service for drug-related reasons are between the ages of 20 and 49 and are veteran employees with five or more years of service—"people whom you value," Buck said. And drug abuse is by no means strictly a "blue-collar" issue, he said. "Exempt and salaried employees utilize the counseling services more frequently than do the hourly workers."

The ACLU's Schrade said of the Times' approach, "Generally, it's a good program . . . but I see no real evidence where drug testing really helps solve the problem of drug abuse and drug dependency."

Schrade repeatedly attacked testing on two counts: First is what he called the constitutional argument. "There is no compelling interest to override the right to privacy," he said. Second is the accuracy of the tests. "There are serious accuracy questions in drug-testing labs, particularly since labs are now being set up on a very random, unregulated basis just to get into the act because there's a lot of bucks to be made here."

Walsh, who oversees a national program of research, evaluation and public information on drug testing and employee-assistance programs to create a drug-free workplace, said the trend is toward gradual, selective testing.

> *"Generally, employers only test current employees when there is some cause or suspicion which justifies doing so."*
>
> **—J. Michael Walsh**
> **National Institute on Drug Abuse**

"Generally, employers only test current employees when there is some cause or suspicion which justifies doing so," he told the workshop. "This approach really seems to be gaining acceptance, and I don't think it's very far from the ACLU's general position as well."

Walsh endorsed mandatory random testing in certain cases, citing airline employees as one example.

As for the accuracy of tests, he said standard procedures are evolving. "Technical and scientific guidelines recently issued by the Department of Health and Human Services specify required procedures for all federal programs," he said, "and we hope they will be a model for all other programs."

Seigenthaler agreed the trend at newspapers, like that at other businesses, is toward testing. However, he said he and his paper's parent Gannett Co. have "grave concerns" about testing.

At newspapers the burden on managers to help ensure a drug-free environment "particularly weighs heavy on newsroom managers," he said. It's vital for reporters to be drug free, he said, because it's inevitable that, whatever their beats, they will have to confront drugs as part of the stories they cover. If they are not drug free, "it is inevitable that those reporters will be held to account just as they are holding in account those in other segments of our society."

Nevertheless, he said, "education, monitoring by management and counseling when problems can be identified are a much more preferable approach" than testing.

The disagreement over approaches notwithstanding, it was clear at the session that the old ways of dealing with such problems must give way. Union leader Tedeschi made that point when he related the following from an older union officer talking to him about drug and alcohol problems:

"Years ago, when we had a problem with somebody, we used to hide him from the company and hide him from everybody. And at that time it was basically alcohol, and we were protecting that man's job. We were making sure that man didn't get fired. But little did we know we were killing him and his family because the person in most cases—not in all, but in a good many cases—the person gets worse. And with the hardship we're putting on the person and his family, we're not helping the person. We help the person by getting him into an EAP (employee-assistance program), by hopefully stopping him and having him not be abusive in drugs and alcohol." □

Planning Is Crucial To Achieving High Quality

Kodak-RIT study shows promising results

Planning is one of the most important factors in high-quality printing, according to experts at the workshop on "Guides to Quality Newspaper Reproduction."

The tone of the session was set by moderator Charles R. Blevins, vice president/production of Gannett Co., who also delivered remarks on the subject at the earlier general session. He suggested an axiom: "To fail to plan is to plan to fail." Stated another way, "Successful quality reproduction requires putting 80 percent of the effort into preparing to run, and 20 percent into monitoring the run."

Another speaker, William R. Bogert, vice president/production operations of USA Today, explained how Gannett's national daily achieves consistently high reproduction quality. And Sven Ahrenkilde of the Rochester Institute of Technology and Charles E. Rinehart of Eastman Kodak Co. reported initial results of a three-year, Kodak-RIT study on newspaper printing quality.

Blevins said high-quality reproduction is essential to meet the needs of readers and advertisers. "USA Today has proven that if you produce consistent quality, there are national ads to be gained," he said. Advertisers will run color ads "if they are printed well."

"The bad news is that unless the national advertiser feels confident that the (newspaper) industry as a whole can print well, the industry will not benefit," Blevins said. In general, he added, larger newspapers are doing well in efforts to improve reproduction, but smaller ones "must do better."

Elaborating on some of the quality-control techniques employed at USA Today, Bogert said the newspaper follows "established quality standards (and) performance standards," and "measures actual results to compare with the established standards." Those standards are adhered to at all of USA Today's 30 domestic and two overseas printing sites.

For example, type density from typesetters is checked with a densitometer on each shift. All processed negatives are checked for dot structure and size. All plates on a shift are punched by the same person to enhance registration.

In discussing first-year results of the quality study, Ahrenkilde of RIT said newspapers appear to be making progress in efforts to improve their printing. At least it seems that "people are working toward a common goal," said Ahrenkilde, assistant to the director of the Technical and Educational Center of the Graphic Arts.

For example, he said, among offset newspapers worldwide, solid-ink density appeared consistent when comparing yellow, magenta, cyan and black. They also displayed favorable ranges of dot gain.

The voluntary study involved 189 newspapers from the more than 500 contestants in the annual Kodak "Run for the Money" color-quality contest. Most test participants, 163, print by the offset process.

Rinehart, technical associate in advanced market planning for Kodak's Graphic Imaging Systems Division, said the survey next year will examine ink; and in the third and final year, it will address prepress issues and original photography.

"There is a need to learn more about how to produce quality results," he said. "This survey provides another mechanism—hopefully a powerful mechanism—for achieving that goal."

Invididual contestants' results each year will be reported to them confidentially. Aggregate results will be reported to the industry.

"It is our hope that this three-year approach will allow newspapers to bring one set of variables under control, then move on to another set in subsequent years," Rinehart said.

The contest and study have stirred controversy. A publisher in the workshop audience, William E. Brooks Jr. of the Vincennes (Ind.) Sun-Commercial, said his newspaper has not participated in the "Run for the Money" contest and the quality study because it believes the program to be "a piece of fluff" for Kodak. "Most newspapers would take the position that that is a piece of advertising promotion."

He suggested that another way to get a cross-section of industry print quality could involve ANPA's distributing a color promotional piece to all newspapers. The subject of the piece could be literacy or some other newspaper-business-related subject that most editors gladly would run. (This year's Kodak-supplied "Run for the Money" color picture featured Walt Disney characters.)

Brooks said another weakness of the Kodak program is that it imposes no deadline constraints. Production departments have weeks or months to prepare for the press run containing the contest picture. A better test would be how well newspapers print color when art is submitted the day before it goes to press, or even on deadline. "That's the proof of the pudding," he said. ☐

Rinehart (left) and Ahrenkilde (center) discuss quality issue with George E. Botsko of the Burlington County Times, Willingboro, N.J.

Production Executives Diagnose Materials-Handling Headache

Take Two Robots and Call in the Morning

Ever sit down and figure out how many times Sunday preprints are handled from the time of arrival at the newspaper plant until they're stacked in trucks, ready for delivery to customers?

Production executives at The Washington Post did and got this answer: 12 times.

That was the average, according to Thomas O. Might, vice president/production. "In a worst-case scenario at The Washington Post," he said, "the answer is 24 times! This includes such follies as remote storage, pre-inserting, multiple hand-inserting and remote dispatching. I bet most of you have a similar scenario every week at your newspaper."

Speaking at the general session titled "The Issues," Might reminded the audience that "the advertiser is only paying us for one (handling)—feeding the hopper. The other 11 are non-value-adding moves for which the publisher is paying. Most of them can be eliminated."

Might said newspapers can learn from commercial printers that have handled, stored and otherwise kept track of "billions" of magazine signatures and preprints for years. He showed slides of rack-storage systems at commercial printing firms that use bar codes to help employees keep track of inventory.

In addition, commercial printers manage to feed inserts into hopper loaders with fewer workers than is typically the case in the newspaper business, he said.

Attendees at the session segment on "Materials Handling" also heard moderator Ralph S. Roth urge newspaper executives to continue to automate their operations where practical.

Roth, vice president/technology for Knight-Ridder Inc., said just as automation substantially reduced composing room costs, it will do so elsewhere in the plant. "Savings opportunities exist in the printing and packaging department and in other important areas of the newspaper through automation and through the introduction of more efficient methods and systems, particularly in the area of materials handling," he said.

Examples of state-of-the-art automation are the fleets of automated guided vehicles, or AGVs, being used by newspapers such as the Fort Worth Star-Telgram to transport newsprint rolls. Joseph L. Donth, the paper's vice president/operations, said factors besides cost savings were considered before purchasing the robotic devices from FMC Corp.

"It has been our experience that cost justification based solely on labor savings

Presstime questions showgoers: What Equipment Did You Come To See?

Patrick A. Robertson, director of operations and commercial printing of the Port Arthur (Texas) News

I was looking specifically for front-end systems, typesetters and ad-composition equipment. We're budgeted to replace the entire equipment next year. . . . There's more than you want to look at here. With PCs being added to the front-end systems, you've got the high-end vendors low-balling. You've got the low-end vendors trying to show how good an installation they can do. It's opened up the market. And who's going to be here next year? I think they're going to integrate systems by ironing out the weak ones.

Morlin P. Oldham, production manager of the Utah County Journal, Orem

I came to see presses, mostly, and post-press, mailroom equipment (such as) counter-stackers. . . . We've been looking, for example, for a variable counter. . . . I've got three guys out (in the mailroom) counting. We already have a computer. We just need something that mechanically will do that counting. (Vendors) are close, but I haven't found anything that really addresses that need."

Janet E. Owen, camera and platemaking manager of the San Jose Mercury News

A system to proof the color we are now getting off our new Hell NewsPlan system. . . . Right now, our (proofing) system is real cumbersome, time-consuming. It takes us close to 20 minutes to do a proof. . . . We found something that would suffice. We found systems that were inexpensive, less time-consuming, but still rather labor-intensive. And we found systems that were far superior to anything we need. There was no middle of the road.

tends to be overestimated," Donth said.

"In the newsprint warehouse, the additional benefit of robotics is in the ability to ensure proper rotation of inventory and to control the handling of special paper," he said. In the reel room, "the benefit is to assure good roll delivery flow to the press units and to reduce handling damage (of newsprint rolls).

"In the mailroom, (the benefit is) to be able to optimize the flow of pallets and products during the inserting and truck loading operations."

Donth said that after weighing potential cost savings and benefits, the Star-Telegram decided to automate only the reel room at this time.

The system has 10 AGVs that pick up rolls of newsprint at two stripping stations and deliver the rolls to reel stands. Routes the vehicles take are programmed by computer, and the AGVs travel along a wire embedded in the floor. Donth termed the system "highly reliable."

Further automation will be restudied in the future, he said. ☐

ANPA/TEC Sidelights

Security Crackdown

ANPA's beefed-up security paid off. "To my knowledge, there were no incidents at all reported," said ANPA's Peter P. Romano. Several reported thefts of videocassette recorders at the 1986 Exposition in Atlanta prompted the crackdown.

For the first time this year, people who wanted to be on the floor after the close of the show each day had to sign in with security. "We knew exactly who was on the floor, when, why and where," Romano said.

Good Samaritan Pays Price

Exhibitor Arnold Sasseen performed a costly bit of first aid on the exhibition floor. When the executive of Oxy-Dry Corp., of Roselle, N.J., saw an attendee collapse, apparently suffering a seizure, Sasseen "practically hurdled" equipment he was demonstrating and stuck his hand into the man's mouth to prevent him from choking. Reflexively, the man bit Sasseen's index finger, causing it to bleed profusely.

After the seizure victim had been taken away to a hospital, Sasseen took himself to a nearby clinic. He got an anti-tetanus shot, another one of penicillin—and a $72 bill.

Old Tech in Press Room

After seeing the sophisticated electronic equipment on the exhibition floor, a reporter from a Las Vegas TV station aired a story wondering why the ANPA press room was equipped only with manual typewriters.

Did You Find What You Were Looking For?

John O. Emmerich Jr., publisher of The Greenwood (Miss.) Commonwealth

Color separation equipment—not to buy it but to find out more about it—desktop publishing equipment, pin-registration systems for presses for better color. Probably some front-end systems. I just want to keep up with what's changing. And last I would say business systems. I have acquired some newspapers that don't have computerized business systems. You come to a show like this and you can keep up with what is going on even though you're not looking for anything specifically. . . . It's all here. Whether I can find it or not I don't know.

Charles (Rick) Bellatti, associate publisher of the Stillwater (Okla.) News Press

Number one is a plain-paper laser printer. Being a newspaper of about 11,000 (circulation), to buy another high-priced typesetter seems rather silly at this point. The other piece of equipment we are looking for—and I have not found it at the show—is a table-top OCR (optical character reader). . . . I see the amount of time and effort we put into setting legals, setting real estate ads, news releases. . . . You have to ask some very talented people to do a very simple job.

Thomas R. Libby, systems manager of The Boston Herald

Basically computers, front-end systems, display ad systems. . . . Someone made a comment to me earlier today: There are approximately 1,400 newspapers in the country and there are 1,500 computer vendors. There's not an integrated package out there . . . not for a major, metropolitan newspaper. . . . We have a situation where we have several different types of computers. It would be nice just to have them talk to one another.

WEDNESDAY—SESSION DAY THREE

Update on Electronic Photography

Successful Electronic Ad Composing, Tracking

Major Advances in Graphics Enhancement

Considerable Progress Reported In Electronic Photography

But More Work Is Needed To Achieve Quality of Film

Marvels of the fast-growing field of electronic photography were the focus of the concluding general session, "The Futures."

"The quality of electronic imaging has progressed to the point where it is acceptable for a wide variety of publishing applications today," said Geren Mortensen, national sales manager/still image systems of Sony Corp. of America. "We're not ready to replace film," he said. "What we want to offer is a fast, simple, economical alternative for many uses."

That theme was reinforced by another vendor on the panel, Richard J. Sansevera, national marketing manager of Hell Graphic Systems Inc. Output from electronic photography systems currently is acceptable for use with his company's prepress equipment, he said.

"We believe electronic photography is just the next step in the long list of breakthroughs that in many ways began with Mr. Gutenberg," Sansevera said.

Jack Corn, director of photography of the Chicago Tribune, shared their enthusiasm. But he said electronic cameras do not yet offer high-enough quality. "The electronic cameras, as they now exist, are not sufficient for the Chicago Tribune," he said. "They need a real breakthrough in technology. This could be a year. It could be five years. They are close. But I don't want to go backward in time" in picture quality.

"When the electronic camera can stop Walter Payton or Larry Bird in mid-air with sweat dripping off their faces, and output that information to my prepress department, and I can see it when I pick up my paper in the morning, the electronic cameras will be ready for newspapers," he said.

Still, Corn said he looks forward to the day that electronic photography can deliver high-quality photos that can be handled quickly on deadline. "It cannot be too soon for me. I'll take it tomorrow."

The session featured a live demonstration of the electronic photography process. Mortensen began by taking a picture using Sony's new digital still camera called the ProMavica. The device, resembling some conventional 2 1/4-inch-format cameras, records images on a floppy disk slightly larger than a frame of 35mm film. The recording medium also can provide up to 20 seconds of audio with each picture, according to Mortensen.

Jack Corn

The demonstration showed how digital pictures can be transmitted over phone lines from long distances. As the audience watched, a picture taken with the ProMavica just moments before at USA Today headquarters in Arlington, Va., took full form in several minutes on a large screen. It was sent over conventional phone lines by Paul Whyte, USA Today director of photography, using a Sony transceiver.

Mortensen explained that once received, pictures may be stored on another Mavica disk for future use, or in archive fashion (along with hundreds of thousands of other images) on a recordable laser video disk system.

They also can be printed on the spot in black-and-white or in color. Or a complete set of color separations can be made on a Sony printer in four minutes. The Sony printer can also produce a color picture of any frame of a television broadcast that has been taped on a videocassette recorder.

Sony's portion of the morning's demonstration also included the unveiling of a new, "super-high-resolution" video camera. Mortensen said the camera can photograph or "scan" conventional images such as color slides and negatives, prints or other flat artwork. The resulting digital information then is passed along to a color scanner for separations, a pagination system or any other graphics-manipulation device.

"We're working with a number of companies to ensure that our data stream will flow smoothly from our equipment to theirs," Mortensen said.

He also described another new Sony product, the CSS-100 Still Video Filing System that uses 12-inch recordable laser optical disks. The technology is known variously as "DRAW" (direct read after write) or "WORM" (write once, read many). Up to 8,000 pictures or 3.28 gigabytes of other data—the equivalent of 1.6 million double-spaced pages—can be stored on a single disk, Mortensen said. A system can be configured "so that millions of images can be stored, catalogued and easily retrieved."

The demonstration session then turned to Hell Graphic Systems' Chromacom NewsPlan page-assembly system. As the audience watched, an operator electronically retrieved the photographs taken by Sony, cropped them and incorporated them into electronically paginated pages.

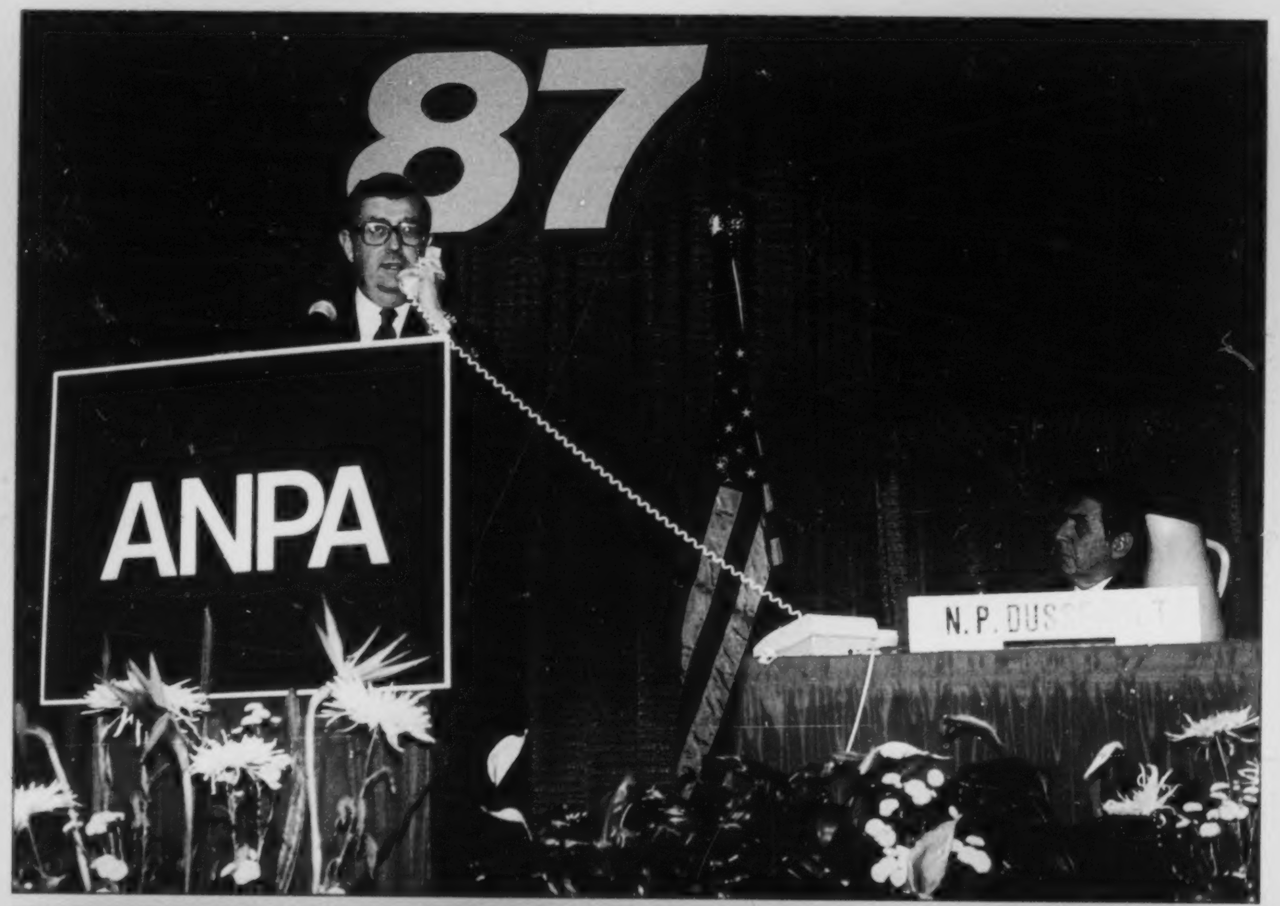
Sansevera, explaining the various steps in the process, said the Hell equipment can enhance the photos through such things as altering contrast and making color corrections. It even can produce special effects.

After a full page had been paginated using the Sony-supplied photos, Mortensen and Sansevera played out a mock deadline scene in which Mortensen exclaimed that "late-breaking news" required replacing one of three photos on the page.

Another Sony representative then took a photo of General Session Chairman Norman P. Dusseault, vice president and assistant general manager of Times Publishing Co., St. Petersburg. The photographer handed the floppy disk on which the picture was stored to the Hell operator who, in just a few minutes, replaced one of the old photos with the new one.

Mortensen said the results of testing such systems have been so much more than "promising" that "we're convinced that filmless photography will have a profound impact on almost every facet of the publishing and graphic arts industries."

At right: Sony's Mortensen (top photo) completes phone link to USA Today in Arlington, Va. Hell's Werner Knepper then operates graphics and pagination equipment.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Maurice Fikes

He noted that "scores" of companies besides Sony are developing electronic photography equipment, including Canon, Nikon, Konica, Fuji, Copal, Minolta, Rolleiflex, Casio, Panasonic, Scitex, AT&T, Kodak, Crosfield, 3M and DuPont.

The term "electronic photography" also encompasses systems that still use silver-based film for shooting, but that use new electronic ways to transmit conventionally developed pictures from a remote site to the picture desk. Corn described the Chicago Tribune's use of one such system involving a Scitex transmitter. The transmitter accommodates negatives or slides; there is no need to make a paper print.

Although the machine at 240 pounds is difficult to take to faraway events, it saves an hour to an hour and a half over more conventional transmission means. Plus, it yields photos that he said are "as good or better" than color prints made in the darkroom.

Corn faulted equipment manufacturers for dealing primarily with newspaper production people when developing and designing new equipment. He said vendors also should consult with editorial staff members responsible for producing the original artwork. ☐

Electronically Composing, Tracking Ads Win Praise from Coast to Coast

Time Savings Are Cited as One Big Benefit

The latest developments in the composition and tracking of newspaper ads were outlined by a five-member workshop panel.

Robert R. Rowell, vice president/operations at the Press-Telegram in Long Beach, Calif., said an advertising pagination system manufactured by Information International Inc. was installed there in July 1986—more than a year after an editorial pagination system was installed and 11 months later than originally scheduled. Total cost of the two systems was $2.7 million.

"At present," Rowell said, "virtually all news-text pages are paginated, all classified pages are paginated and all display ads are composed on the Triple-I Ad Make-up Stations. We have just started to electronically position finished ads to the page.

"For the most part, we output full pages with all news text, halftones and line art . . . and then we paste down separately-output display ads in composing." By the end of the year, the Press-Telegram plans "to handle placement of all display ads to the page electronically," he said.

The newspaper also is using the advertising pagination system to design "speculative ads" to be shown to advertisers in lieu of hand-drawn sketches, Rowell reported. A "spec" ad can be stored electronically; once sold, it can be modified easily to suit an advertiser's wishes. However, he said the cost-savings once projected for this arrangement have yet to materialize.

Two panelists from Virginia newspapers discussed their move from manual pasteup of ads to electronic composition on Camex video display terminals.

Donald H. Patterson said it was not the intention of The Virginian-Pilot and The Ledger-Star of Norfolk to be on "the cutting edge" of ad-composition technology. Its goal was "to remain strategically positioned to get the maximum enhancement from equipment and in position to catch the next wave."

Camex Breeze terminals were selected because they "represented an incremental approach to pagination," said Patterson, vice president and production director. Installation of seven terminals began in January 1986, and after a slower-than-expected training program, the Norfolk dailies are enjoying the benefits. They have even been able to "recapture" some business from the direct-mail firm Advo-System Inc., thanks to the versatility of the new equipment, he said.

At The Times Journal Co. in Springfield, Va., use of Camex terminals made it possible to advance display-ad deadlines by 24 hours, according to Dorothy Seymore, newspaper system manager.

C. David Rambo

Patterson describes Camex system.

"We found that this is a system that works for us," she said. "It works as a tool for our advertising department, and it makes sure that an ad-markup (composition) person does the job he's employed to do, and that is to generate, design and create ads—not to act as an assembly piece . . . for their production."

The company, which publishes a network of dailies in several suburbs of Washington, D.C., and a variety of other publications, also has moved to pagination of its classified pages. Manual pasteup of the pages had been taking an average of seven hours a day; electronic makeup has cut that by five hours and also produced a major savings in photographic-film use, Seymore said.

Keeping track of the advertising as it moves from one stage of production to another was the topic of discussion by two representatives of other Southern newspapers.

Ad tracking means "The lost-ad syndrome can become a memory of yesteryear," said John Irvin, operations director of the St. Petersburg Times. It also means managers can obtain "statistics for any departmental process, even down to individual staffers' production performances." And by looking at a screen or a computer printout, a Times employee can determine "how much has been done and what's left to do" to an ad before going to press.

Over a period of a year, the Times developed for $71,799 what Irvin called a "home grown" system to monitor its ads.

When an insert order is prepared for an advertisement, the computer generates a bar code that enables Times personnel to keep track of the ad as it moves through the various stages of the production process. Irvin said that since the system went into operation a little over a year ago, each week it "has flawlessly managed over 90,000 column inches that make up 4,000 ads."

A commercially available bar-code system is being tested at The Clarion Ledger and Jackson (Miss.) Daily News. George H. Bailey, data processing director of Mississippi Publishers Corp., said the Atex Inc. system—in use for only two weeks at the time of his talk—"looks very promising." ☐

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presstime

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- — La Prensa raided over one-page flyer, June, p. 80

ANPA

AD/SAT: Not All Sweetness At the Speed of Light

Washington Post Executive Describes a Few Early Glitches

Satellite transmission of newspaper advertising holds great promise. Like all new technical systems, however, there have been kinks to work out in AD/SAT. They were discussed in a general session address by Elizabeth St. J. Loker, vice president/planning and advanced systems of The Washington Post.

Elizabeth St.J. Loker

One of the earliest glitches came during a demonstration period last fall when equipment failed at one of 12 test newspapers, she said. Other equipment problems have included ads lost because of "tricky" film and cassette operations at the receiving equipment, and "faults" in the system's link to equipment of the Associated Press—used at newspapers in conjunction with receiving ads.

"But in general, these were all faced up to directly," Loker said. "And solutions have been found for most of the technical issues.

"Some of the administrative problems have been a little tougher to work out, but most of these are at least being talked about openly—and there are no surprises or 'gotchas' lurking in the background."

Loker said her most serious question about the new service involves "service and reliability" of AD/SAT receivers at newspapers. The machines capture incoming ads on photosensitive paper that is developed chemically like paper from a phototypesetter. Service is provided by the AP, and newspapers are strongly discouraged from performing anything but "the most basic clean-up type maintenance on the equipment," Loker said. So far, no parts are stored on site. Instead, they are housed in AP facilities in New Brunswick, N.J.

Response times for service calls have been "pretty good," she added, "but if they need a part, they have to send to New Brunswick to get it. This makes a lot of us nervous. In our own systems, we would not operate this way."

Loker said AD/SAT has suggested that several service-related improvements to the current system will be feasible as the system expands. For example, spare receiving machines can be stored in areas that have a high concentration of receiving sites. Also, newspapers may be able to develop "buddy" systems and "mutual back-up agreements" with nearby AD/SAT users.

"Thus far the test papers have reluctantly gone along with" AD/SAT's long-range service plans, Loker said. "We remain concerned about it as an issue, particularly as site installations grow, straining the technical resources at the same time that ad traffic is expanding."

AD/SAT by late June had signed up 108 newspapers. Service is scheduled to be phased in by the end of October following installation of personal computers serving as messaging equipment and of facsimile receivers manufactured in Japan.

Among other issues Loker outlined:

- All ads are sent "at the least-common-denominator screen," meaning that if one newspaper uses a 65-line screen and another paper uses an 85-line screen, AD/SAT sends it only in the 65-line format unless the advertiser prepared two ads. "AD/SAT tells us this is an issue we need to work out with the advertisers, not with them."
- AD/SAT plans to install equipment allowing digital storage of incoming ads. "This is a high priority since the majority of problems with the ads we process are poor developing, ads that don't go completely into the cassette and therefore get exposed to light." Newspapers currently must ask for retransmission of the ad in the event of a mechanical foul-up. That may be increasingly difficult to arrange as volume grows.
- A user advisory group is being organized to provide feedback to AD/SAT officials.

The Post executive said the next six months "will be crucial for all of us as we see what rapid growth does to the service. Clearly, growing from 12 to 100 papers is going to be a strain on all facets of AD/SAT's operations." ☐

Graphics Enhancement Can Help Papers Compete

Quality in Other Media Has Raised People's Expectations

Those vividly colored photographs splashed across newspaper pages each day get there in large part because of increasingly sophisticated graphics systems—systems that are allowing newspapers to compete more readily with the seductive visuals of other media.

"There is no question that the technology of graphic enhancement is and will become an even greater positive influence on newspapers," H. Philip Nesbitt Jr., graphics director of The Record in Hackensack, N.J., told those attending the workshop on "Graphic Enhancement Systems."

"We are still far behind the electronic manipulation found in the video arena and must contend with audiences who are now more visually oriented than ever before," said Nesbitt, who also pointed to the high reproduction quality in magazines. "All of these things have brought the average reader to a very, very high level of sophistication. Compare that to what we are doing in newspapers today. It's not a really fair comparison."

Graphics enhancement systems vary, Nesbitt noted. They range from tint-generation scanners, like the ones manufactured by Royal Zenith Corp., to the graphics-manipulation systems from Scitex America

C. David Rambo

Mike Middlesworth of The Honolulu Advertiser poses a graphics-related question.

Corp. All enable newspapers to produce "higher quality images for reproduction in newspapers," he said.

According to Nesbitt, two things need to happen if such equipment is to be utilized effectively: An electronic digitization system capable of accepting a variety of sizes and kinds of hard-copy photographs must be developed; and an industry standard allowing newspapers to link equipment from different manufacturers must be established. (See story, p. 82.)

Use of the new graphics equipment is spreading in the newspaper industry, even at newspapers of less than 35,000 daily circulation.

Each month, for example, the Daily Camera in Boulder, Colo. (morning, circulation 30,511), uses a DS America Inc. laser dot generator to produce an average of 160 color separations and 100 spot-color jobs for the editorial department, and two for the advertising department.

"The ease and speed at which the scanner operates has allowed us to improve color deadlines to editorial while continuing to meet on-time press start deadlines," said Craig D. Wells, production director. "We have accepted color slides as late as 40 minutes before press starts and successfully made deadline."

The introduction of new technology into a newspaper can be smooth, but it can result in a reordering of responsibilities.

At Newsday of Long Island, N.Y., the newspaper's graphics equipment is shared by the editorial, production and data processing departments, said Timothy W. Lasker, editorial systems manager. Editorial artists work on Scitex terminals to design pages. The data processing department has charge of the hard disks that store digital data for the system. And the Scitex hardware and software are linked to a Hell Graphic Systems scanner in the production department.

As wonderful as the graphics equipment is, there are pitfalls, moderator Nesbitt observed. The technology exists to change colors on a computer screen, or to add or subtract various picture elements—moves that can alter the reality that was captured by the photographer.

"The bottle . . . is uncorked, the genie is half-way out and already granting our wishes. However, we have to be careful of what we wish," he said. □

ANPA/TEC Speeches Available

Single copies of the following ANPA/TEC '87 speeches are available without charge from the ANPA Public Affairs Department at The Newspaper Center, Reston, Va.:

Saturday, June 6

Labor Relations & Technology Seminar

- **Future Newspaper Technology, William D. Rinehart,** vice president/technical, ANPA, Reston, Va.

Monday, June 8

General Session

- **Address by ANPA Chairman and President George W. Wilson,** president, Concord (N.H.) Monitor

Theme: The Market

- **Editorial—Competing for News, Eugene C. Patterson,** chairman and chief executive officer, Times Publishing Co., St. Petersburg
- **Advertising—Competing for Advertising, Leo Bogart,** executive vice president and general manager, Newspaper Advertising Bureau, New York
- **Pulling It All Together, Stanton R. Cook,** president and chief executive officer, Tribune Co., Chicago

Concurrent Workshops
PC Options and Opportunities

- **Edward F. Baer,** director of computer services, Atlanta Journal and Constitution; **C. Morgan Brassell,** project development manager, Los Angeles Times; **Roger F. Fidler,** director of graphics and newsroom technology, Knight-Ridder Inc., Washington, D.C.

Printing Inks

- **Jereld Underwood,** assistant production director, Houston Chronicle; **John T. Moynihan,** research chemist/technical research, ANPA, Reston, Va.; **Bruce E. Blom,** assistant technical director, Flint Ink Corp., Ann Arbor, Mich.; **Thomas J. Pendergast,** pressroom superintendent, Providence Journal-Bulletin

Tuesday, June 9

General Session

- **Homer E. Taylor Jr.,** vice president/supply, Knight-Ridder Inc., Miami

Theme: The Issues

- **Ink—Cradle to . . . Grave Issue, Gene McDavid,** vice president and general manager, Houston Chronicle
- **Kenaf Update, C. A. (Chuck) Thompson,** vice president, CIP Forest Products Inc., Tarrytown, N.Y.
- **Quality—A View from the Top, Charles R. Blevins,** vice president/production, Gannett Co., Arlington, Va.

Material Handling—Round Table Discussion

- **Thomas O. Might,** vice president/production, The Washington Post; **Stephen M. Majorki,** production manager, Times-Colonist, Victoria, British Columbia; **Joseph I. Donth,** vice president/operations, Fort Worth Star-Telegram

Concurrent Workshops
Press Options

- **William D. Rinehart,** vice president/technical, ANPA, Reston, Va.; **James H. Norris,** vice president/operations, Newsday, Long Island, N.Y.; **Sam D. Jenkins,** production director, Lancaster (Pa.) Newspapers Inc.; **Paul R. Gledhill,** director of production, Los Angeles Times

R&D—Reclamation and Disposal

- **Armando I. Gonzalez,** chief engineer, The Miami Herald; **James D. Hitchman,** vice president/production, Ottaway Newspapers Inc., Campbell Hall, N.Y.; **Charles J. Morrow,** director of technical services/operational planning, Los Angeles Times

Guides to Quality Newspaper Reproduction

- **Charles E. Rinehart,** technical associate, advanced market planning, Graphics Imaging Systems Division, Eastman Kodak Co., Rochester; **Sven Ahrenkilde,** assistant to the director, Technical and Educational Center of the Graphics Arts, Rochester Institute of Technology; **William R. Bogert,** vice president/production operations, USA Today, Arlington, Va.

Wednesday, June 10

General Session—Theme: The Futures

- **AD/SAT Report, Elizabeth St.J. Loker,** vice president/planning and advanced systems, The Washington Post
- **Electronics and Photographs at the Chicago Tribune, Jack Corn,** director of photography, Chicago Tribune Co.
- **Electronic Photography, Geren Mortensen,** national sales manager/still image systems, new business development, Video Communications Products, Sony Corp. of America, Lanham, Md.

Concurrent Workshops
Ad Composition/Ad Tracking

- **George H. Bailey,** data processing director, Mississippi Publishers Corp., Jackson; **Donald H. Patterson Jr.,** vice president and production director, The Virginian-Pilot and The Ledger Star, Virginia Beach; **John Irvin,** operations director, St. Petersburg Times; **Robert R. Rowell,** vice president/operations, Press-Telegram, Long Beach, Calif.

Graphic Enhancement Systems

- **H. Philip Nesbitt Jr.,** graphics director, The Record, Hackensack, N.J.; **Timothy W. Lasker,** editorial systems manager, Newsday, Long Island, N.Y.; **Craig D. Wells,** production director, Daily Camera, Boulder, Colo.

Progress Being Made In 'Artificial Intelligence'

Newspaper Applications on the Horizon

If a newspaper has experts in the pressroom or elsewhere who would be hard to replace, it may be a candidate for an "expert system," a type of artificial intelligence.

Artificial intelligence is a field of study that is attempting to make computers understand people, according to Peter V. Pennisi, director of marketing for Unisys Knowledge Systems. Pennisi spoke at the workshop on "Voice Recognition and Artificial Intelligence."

In addition to computers that understand people, the workshop heard about computers that speak in human-like voices and understand the spoken word.

Expert systems are just one kind of artificial intelligence, Pennisi explained. He defined an expert system as an "intelligent computer program" that is used to solve difficult problems that require human expertise for their solution.

The programs may combine the knowledge of a number of human experts. One problem, he said, is that some experts don't know why they are experts. "You can ask somebody 'Why did you come to that conclusion?' and they'll say 'I don't know, I just felt good about it.'"

According to Pennisi, "thousands" of expert systems are being developed today.

The Graphic Systems Division of Rockwell International is developing one for the newspaper publishing business. Morton S. Balban, advanced products manager, said it will aid in the complex task of press "impositioning"—the layout of pages on the press.

Experts from The Times Mirror Co. collaborated in development of the system, the third version of which is being tested.

Expert systems apply to the printing industry because much of the industry's knowledge "is based on long-term experience and skills which require a lot of study and long apprenticeships," Balban said.

There also are newspaper applications for voice-recognition systems, another kind of artificial intelligence, according to Paula Wilson, national account manager for AT&T Conversant Systems.

Wilson described four areas in which voice recognition is used:

- "Terminals and devices to which you can talk." The "voice-activated typewriter" falls into this category.
- "Factory use," especially in the quality control area, where inspectors dictate their findings rather than taking notes, thus freeing their hands
- "Network based applications" that would, for example, allow a person to pick up a telephone and say "fire" and be connected to the fire department
- "Attendant automation and information services," which involves replacing a switchboard operator with a computer system that takes signals from a touch-tone phone and gives out the same type of information the operator would, except that it is prerecorded.

At a newspaper, a voice-response system can be used to answer the telephone and direct callers to press certain numbers on a touch-tone telephone to reach desired departments, such as classified advertising or circulation, Wilson said.

Once in the circulation department, the system can be used to allow the caller to do such things as suspend or restore service. "This can help you offset some of the problems of seasonal peaks in which people are going on vacation and suspending their service quite frequently."

In the classified department, the system can be to used to inform callers about payment systems and advertising formats before an advertising representative takes the call. If all ad reps are busy, the system can take a recorded message.

Not all of Wilson's suggestions met with immediate approval from her newspaper audience. "I enjoyed everything you said except that business where they (subscribers) have the opportunity to cancel their subscriptions with the push of a button," said workshop moderator James J. Rogers, business manager and director of production at the Oregonian Publishing Co. in Portland. "But we can work around that." ☐

International Flavor

An unusually large number of people from countries other than the United States and Canada attended this year's Exposition and Conference.

The total was 1,224—nearly one in every 10 registrants. They came from 57 countries, seven of which had delegations of at least 50 people: Japan (166), England (138), Australia (101), Mexico (87), France (85), Brazil (71) and West Germany (63).

In conjunction with the event, the Inter American Press Association conducted a special program for Latin American members of the organization. And the International Press Telecommunications Council held its annual general meeting. Major topics of discussion at the latter meeting included worldwide availability of satellite-distribution facilities and world standards for the transmission of digitized news photographs.

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C. David Rambo

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Newspapers' Bottom-Line Mentality Threatens Vigorous Journalism

BY EUGENE C. PATTERSON

To discuss competing for news in the future is to be assigned a rather obvious subject. It reminds me in its obviousness of a comment made by former Gov. Marvin Griffin of my home state of Georgia when he ran for re-election in 1962 and was defeated. He went to a TV station and they stuck a mike under his nose and said, "Mr. Griffin, to what do you attribute your defeat?" "Well," he said, "it appears to me that somebody has been eatin' my barbecue and votin' for the other fella."

It's equally obvious what we have to do to compete for news. Competing for news with whom?

It's not television. We've handled those bozos for 40 years now. We have the advantage of time over them. They have time only to sideswipe the news.

Radio we've handled for even longer.

Magazines? We have immediacy over them, plus mass marketing.

Our competition is not even shoppers and direct mail, because we have the news and they don't. That means that their demographic group is largely going to be confined to those people who move their lips when they read.

It's not cable, or computers or electronification in all manner and form. No, they don't represent our primary competitors for news.

I suggest that competing with one another for news is still our newspapers' warmest external challenge, and the healthiest one, as our aging cities mutate and sprawl out, and our suburbs become cities and sprout newspaper challengers to our aging, incautious dailies.

But for the true competition, I go "Pogo": The enemy is us.

The news business is exposed to the same virus that's infected the nation's business. Too often we're taking a financial approach to a creative enterprise: investing for short-term earnings instead of betting on long-term quality, settling for fatness in the bottom line now rather than building muscle for a stronger tomorrow, mistaking money and numbers for journalistic strength, buying and selling instead of sowing and reaping, making like the village banker instead of the town tribune, and getting pretty complacent about what's expected of us in the way of public service in return for that constitutional shield we wear.

Yes, in too many particulars we're reflecting the nation's economic problem. American manufacturers generally are paying an alarming price for their complacent sacrifice of quality on the altar of short-term gain, for their readiness to acquire instead of invent, to pile up debt instead of proving worth, and to produce fluff and glitter in place of lasting value.

I'm believer enough in fate and in the marketplace to believe that such drifting can get newspapers blind-sided as painfully as the automakers and electronic companies got hit when they quit counting the progression of the trade deficit and lost touch with quality control.

So, in addressing the future competition for news, I suggest we admit that our number-one liability is self-inflicted. We are seeing a lot of seemingly prosperous newspapers being nibbled by ducks because we're playing financier instead of publisher—saving money, we think, by ignoring quality instead of investing long term to increase it. On top of that, some of us are jacking up revenues in the short term by ratcheting up circulation rates even though that erodes the long-term asset of market share and invites in the competitor who only wants to eat our lunch. Professor Myron Tribus of the Massachusetts Institute of Technology said it well: "Quality is never your problem. It is the solution to your problem."

So on that theme—that quality in newspapers costs less than the long-term expense of ignoring it—I suggest we steal a line from Casey Stengel and start asking ourselves: Don't anybody around here still love this game and not just the money in it?

WHOLE JOURNALISM. Competing for news will require us to practice journalism whole. So what is whole journalism? It means—and I'm talking about our handling of news now—it means that editors will widen the view of our work, so that words, illustrations and page design are thought of as one, not apart, and handled whole. Machines are already doing that, you say. Macintoshes, electronic darkrooms, pagination and other technology generally are making

C. David Rambo

Patterson receives congratulations after delivering ANPA/TEC address.

Patterson, once a Pulitzer Prize-winning editorial writer, is chairman and chief executive officer of Times Publishing Co., St. Petersburg. This article is adapted from a speech he delivered June 8 at ANPA/TEC '87 in Las Vegas.

this blend of words and images for us. But you know that's not so. They're only dumb tools. Using them intelligently to integrate words and images will depend on the way we lead people to think about the blend.

In whole journalism, news coverage is moved onto two tracks—parallel tracks that simultaneously narrow local coverage and widen our view of the world so that the two parts make a greater whole. Our cities are growing and spreading and flowing together with their suburbs, so that our readers are becoming more cosmopolitan, demanding wider horizons, and seeking more worldly and less parochial coverage of the large news. At the very same time, those same readers are resisting being swallowed up in the metropolis and are demanding intensified, close-in coverage of the smaller parts of the metropolis—chicken-dinner coverage, if you will, of the smaller events that define the communities and neighborhoods where they're raising their families, paying their taxes and cussing the potholes. There's no contradiction here, just a doubling of the challenge.

These two tracks—hometown coverage of component communities and a more sophisticated view of a wider world—are complementary.

> *People are the indispensable element in making journalism whole.*

So, heightened integration of words and images, deepened coverage of local and larger news—that's practicing journalism whole. The practice of this vision goes nowhere, of course, without our people. Our people make this whole thing happen. And our people have to be led by those of us who hired out to lead, and who owe them leadership toward the best long-term investment we can make: in quality.

In the news business, I submit, quality is going to have to mean color, well-printed color, generously and routinely used in our pages. We can't expect to compete with the brilliant color images in television and magazines without stretching ourselves to our own far limit. We can't be blobs of gray and last long in a media sky crossed with rainbows.

Quality surely is our cheapest investment in the future, because without it we might have no future.

Our people can make it all happen if we equip them intelligently, commit them aggressively toward the goal of quality and lead them with respect. People are the indispensable element in making journalism whole. Machines are simply the tools we hand them. It is our people who do the ultimate job that's necessary to compete for news and to prevail. It is we who have to remember that even though the news business is big business now, it needs to exemplify in its daily presence the big dream that freedom produces a more lasting value than a quick lick for a fast buck.

Whole journalism can infuse America with quality and worth, and fill our staff members with justified pride so they can tell their grandchildren they were not in this business just to make a living but to make a mark. ☐

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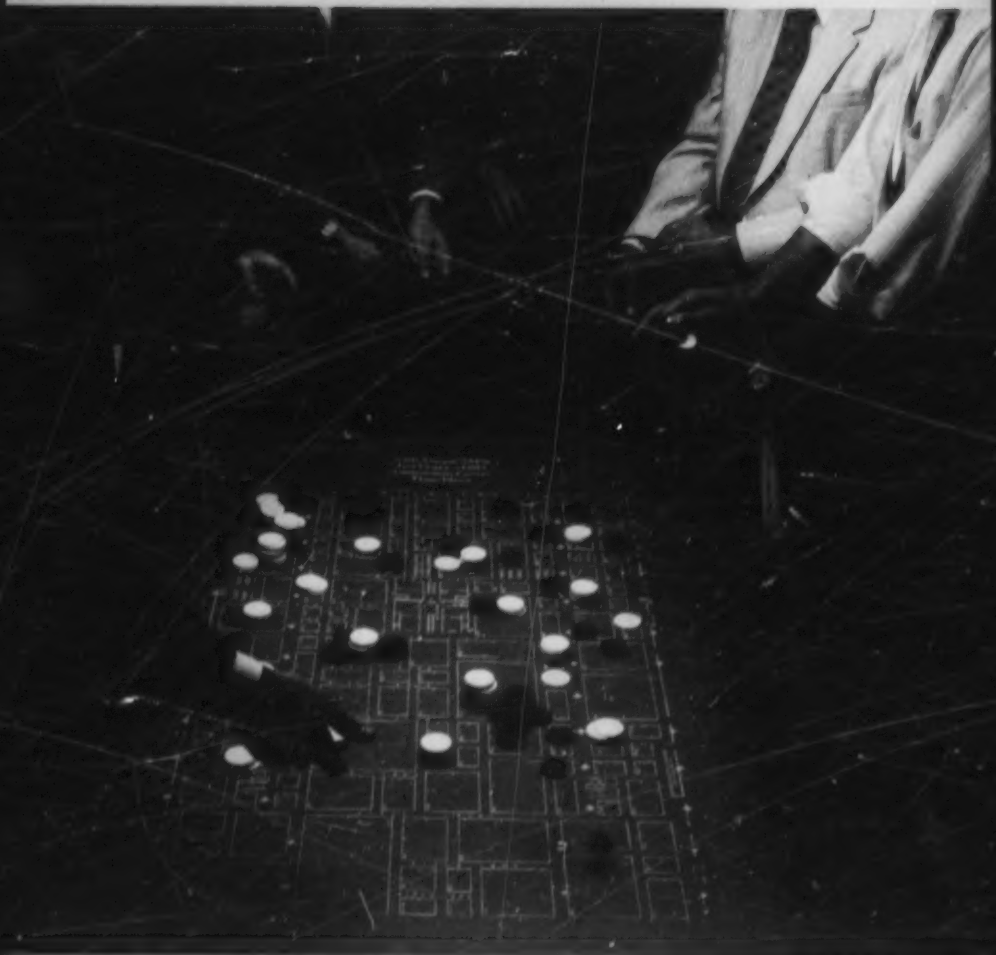

SOME PUBLISHERS CAME TO VEGAS AND GAMBLED ON THEIR FUTURES.

Alberto Ibargüen

Down-to-earth approach keeps him moving toward lofty heights

BY MARY A. ANDERSON
presstime staff writer

Alberto Ibargüen's first newspaper job carried a lofty title: senior vice president for finance and administration. But in that position at The Hartford Courant, the lawyer and one-time banker showed he had a common touch, as he helped to deflate a 1984 effort by the Teamsters to organize transportation employees.

"He was very well-liked, particularly by the rank-and-file," Courant Publisher and Editor Michael J. Davies recalls. "During that organization effort by the Teamsters, he rode circulation trucks and threw bundles of papers around and went out from midnight to 4 a.m., as a way to listen to the truck drivers and listen to what their grievances really were."

Ibargüen's willingness to go the extra mile, literally, caught the attention of the publisher of another Times Mirror Co. daily in the Northeast, Robert M. Johnson of Newsday, who was called in to assist the Courant during the labor dispute. "I was extremely impressed . . . not only with his intelligence, but with his can-do attitude," Johnson says. "What he lacked in experience in the newspaper business he more than made up (for) in intelligence and enthusiasm and everything else."

Now, three years later and at the age of 43, Ibargüen has another exalted title: assistant to the publisher (Johnson) and vice president for human resources and legal affairs at Newsday.

Johnson says Ibargüen is off to an impressive start, crediting him with much of the success of recent negotiations with the newspaper's pressroom, maintenance and transportation employees. Agreements to extend contracts three years—reached a full year ahead of expiration dates—assure the Long Island, N.Y., daily of settled labor relations for the next four years as it continues its push westward into New York City.

The Puerto Rican native's circuitous, 20-year route to the newspaper business began with a five-year stint with the Peace Corps in the late 1960s. Fresh from Wesleyan University in Middletown, Conn., with a bachelor's degree in history, he worked in Venezuela's Amazon territory and in Colombia.

Returning to the United States, Ibargüen enrolled at the University of Pennsylvania Law School, graduating in 1974. He then worked as a Legal Aid attorney serving Hartford's Puerto Rican community. Later, he became a private practitioner in commercial and real estate law, a bank executive, a television pundit, and the appointee of Connecticut Gov. William A. O'Neill and former President Jimmy Carter to a variety of commissions and agencies concerned with the arts, education, election law, corrections and Latin American affairs.

Ibargüen considers one of his earliest achievements to be his acclimation to the United States after his father, an executive for a pharmaceutical company, moved the family from Puerto Rico to Philadelphia. Alberto was 8 years old at the time and spoke only Spanish.

That experience has affected, and strengthened, him to the present day. "To meet that kind of challenge without dropping back, to meet it successfully, I think has a lot to do with a person's attitude about any kind of challenge later on," he says.

"My mother was insistent all of her life that we remember what our origins were," he recalls. "My father was just as strong that we had to adapt."

"My mother, till the day she died, spoke to me in Spanish. My father felt we had to master English. At our dinner table, if you didn't speak both, you were likely to lose half of the conversation."

While at Wesleyan, Ibargüen edited the college paper, the Argus, and considered journalism as a career before deciding on other pursuits. He found his way back to newspapers after five years as vice president and deputy general counsel at Connecticut National Bank. At the time, he was serving as a trustee of the Hartford Courant Foundation, where Publisher and Editor Davies got to know him.

"I wasn't seeking anything. I was perfectly happy where I was," Ibargüen says. When Davies offered him the senior vice presidency at the Courant, "I thought, why didn't I do this a whole lot earlier? I should have thought of this myself! I think nothing quite moves a community like a newspaper does."

During the two years Ibargüen worked at the Courant, his "great passion for ideas and politics" was very much in evidence, Davies says. "Even though he was on the business side with us, it was very difficult to keep him out of the newsroom. He likes news people, and he's interested in the kinds of issues they deal with."

Among the concerns in his human resources vice presidency at Newsday are programs to bring minorities to newspapers in greater numbers, and to develop them, and women, for greater leadership roles. Some of the traditional ways of thinking and hiring at newspapers hinder recruitment of qualified minority candidates, he says.

"I think there's a speed trap and an insularity trap," he adds. "I think both of those tend to work against outside groups" getting into the business.

He explains: "Newspapers tend to fall into the 24-hour syndrome—you have an opening and, like everything else at a newspaper, it has to be filled yesterday." And newspapering "tends to be an insular type of industry." Coming from other businesses into newspapering, "I am still surprised at how much people know about other people in the business in other cities." The effect is that the industry grapevine is a powerful influence in filling positions.

One way that Newsday recruits minority candidates is to have one senior editor devote full time to that effort. Although he says the program needs more time to show conclusive results, Ibargüen says "I am satisfied we're making a serious effort at this time."

Several of Ibargüen's friends and associates, asked where they see him headed, repeatedly picture him as a future publisher. That would be "wonderful," he responds, but says his present goal is to do the best he can to achieve Newsday's goals on Long Island and in New York City.

"I think, long-term, he has three real areas of opportunity," Johnson says. "I think he could be whatever he wants to be in the community affairs area. He could be the senior human resource person at any newspaper in the country. Or, with a little more grounding in the newspaper business, he has some broader general-management potential. Certainly, he has the intellect, the manner of dealing with people about him."

Ibargüen and his wife, Susana, have a 12-year-old son, Diego. ☐

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Eliminating Anonymity In Editorials Can Make Them Sharper

BY ROBERT SCHMUHL

As an exercise in a course about opinion writing, I asked students earlier this year to read the editorials in several newspapers, large and small, and to select one that seemed especially successful for its substance and style. One student added a postscript to his comments on the editorial he chose: "Why is the writing of so many editorials bland and boring? It's as though there's no one behind what's being said."

The student's question and observation raise an issue that has received scant attention in recent years—the merit, or lack of it, of attributing the authorship of editorials.

After reviewing the debate over signed versus unsigned editorials, it's easy to see why the overwhelming majority of U.S. newspapers publish their views and opinions without crediting an individual writer. An editorial is an institutional rather than a personal statement. It deserves to be treated differently from personal commentary or whatever else appears on the editorial page.

In my opinion, however, anonymity is a principal factor contributing to the "bland and boring" editorials that troubled the student and seem so prevalent today. Absence of credit can reduce the pride a writer takes in his or her work, resulting in editorials that—in the phrase of Time journalism critic Thomas Griffith—"discuss the issues with the evenhandedness of a sociologist and the fervor of an accountant."

I think it's possible to remove the mask of anonymity without undercutting the editorial's integrity as an institutional statement. The technique I favor involves placing the writer's initials at the end. This practice already exists at a few U.S. newspapers, including the Emporia (Kan.) Gazette, which—at the direction of William Lindsay White, son of William Allen White—began to initial its editorials in the 1940s.

Initialing editorials provides authorial recognition in an understated yet useful way. The writer receives credit for composing the editorial, while the finished product appears in a manner quite distinct from a bylined column or even a signed editorial. Affixing this modest attribution can help spur the previously anonymous writer to present the views of the newspaper in a more engaging, spirited and possibly more persuasive way.

Robert Schmuhl

The history of editorial writing suggests it is time for a fresh approach to an old problem.

Back in 1951, James J. Kilpatrick asked in an essay in The Masthead, the publication of the National Conference of Editorial Writers, "Why do editorial pages, so much of the time, read like the treasurer's report at an Elks' convention?"

In the introductory essay to *Pulitzer Prize Editorials: America's Best Editorial Writing, 1917-1979*, W. David Sloan observed, "Though most recent winning editorials have been of acceptable quality, a large number of them seem to have at least one of two common problems: dullness of writing and lack of unity. Dullness seems much more prevalent today than in the early years of the award."

It is wishful thinking to suggest that assigning initials to editorials would provide a total cure. But this subtle form of credit gives the writer a greater stake in what's published, and this attitude can sharpen one's thinking and writing.

In addition, the practice (especially at larger newspapers) could engender a feeling on the part of readers that a human voice is speaking on behalf of what many people perceive to be an impersonal and remote institution. Someone would be behind a newspaper's stands and proposals, even though—and this is crucial—that individual would continue to use the first-person plural pronoun, "we," rather than the first-person singular, "I."

As I see it, a newspaper could carry the full names of its editorial writers in a box appearing on the editorial page. Readers could then match the initials with the names. Undoubtedly, given the institutional nature of editorials, the initials of more than one writer might appear in some cases.

Not every editorial would have to be initialed. A writer for a variety of reasons might not want any type of identification. What I advocate would be strictly voluntary.

Recently proposed legislation in South Carolina, which for the sake of accountability would prohibit unsigned editorials and result in a misdemeanor charge and a possible fine of $200, is both absurd and unconstitutional.

Earlier this year, Mobil Oil spokesman and media commentator Herb Schmertz proposed doing away altogether with "this turgid tide of intellectual pontification." In his syndicated column, he noted: "Editorial writers themselves refer to most of their pointing-with-pride and viewing-with-alarm as 'thumbsuckers.' It's time to find honest work for all those busy fingers."

Like so many proposals for reform, this one is easy but wrong. Editorials have a definite and significant role to play in the life of a newspaper and of the public it serves.

But awarding a small measure of authorial recognition through initialing would prove to be another step on the road to good writing throughout journalism. □

Schmuhl is associate professor of American studies at the University of Notre Dame, South Bend, Ind.

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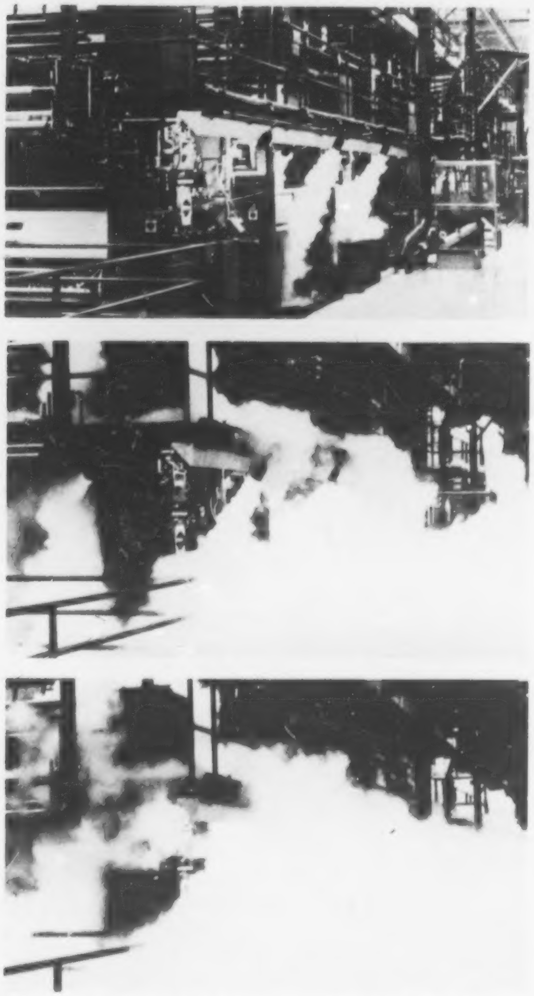

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COURTS

ANPA, others support Flynt in damages awarded Falwell

Courts violate the First Amendment if they exact damages for hurt feelings that inevitably arise when public figures are satirized, however outrageous that satire may be, ANPA and other media interests have told the U.S. Supreme Court.

The joint friend-of-the-court brief filed June 15 supports Hustler magazine Publisher Larry Flynt in his appeal of a $200,000 award to evangelist Jerry Falwell for "intentional infliction of emotional distress."

The Roanoke, Va., jury that determined the award had rejected the evangelist's claims of libel and invasion of privacy concerning Hustler's parody of a liquor ad—a fictitious interview that had Falwell describing his "first time" with his mother in an outhouse.

The verdict was upheld by the 4th U.S. Circuit Court of Appeals [**presstime**, June 1987, p. 78].

Parties in the brief in addition to ANPA are Richmond (Va.) Newspapers Inc., The Free Lance-Star Publishing Co., Fredericksburg, Va., The New York Times Co., The Times Mirror Co., the Virginia Press Association and the Magazine Publishers Association. The Association of American Editorial Cartoonists has filed a separate brief.

If the appellate court's decision stands, the joint brief argued, it would threaten all publishers' "ability to express freely their views in editorials, in editorial cartoons, and in other commentary on subjects of public concern, and to report harsh or provocative views expressed by others."

It added: "The publication out of which this case arises was, in the eyes of many, indecent and outrageous. Amici are supporting Hustler only because of the principle at stake in the case."

In other developments, the court:

- Declined to review a libel decision by the Montana Supreme Court that threw out a unanimous jury verdict favoring The Missoulian of Missoula and ordered a new trial. ANPA had filed a friend-of-the-court brief supporting the request by the newspaper's parent company, Lee Enterprises Inc., for review [**presstime**, June 1987, p. 78].
- Reinstated in a 5-to-4 decision the first-degree murder conviction and death sentence of John Harvey Adamson in the 1976 slaying of Don Bolles, an investigative reporter for The Arizona Republic.

Adamson's conviction had been upheld by the Arizona Supreme Court but struck down by a federal appeals court on double-jeopardy grounds. He was brought to trial after he reneged on a plea agreement to testify against others allegedly involved in the murder.

- Was asked to review a federal appeals court decision that threw out a jury's $2-million libel judgment against The Washington Post in the case brought by former Mobil Corp. President William P. Tavoulareas [**presstime**, April 1987, p. 41]. ☐

COURT BRIEFS

- The Justice Department announced June 16 it had terminated a two-year grand jury investigation into the 1982 **closing of The Cleveland Press** without taking any action.

It was investigating allegations of antitrust violations in the sale of certain assets of the Press to The Plain Dealer of Cleveland [**presstime**, Aug. 1985, p. 23].

- Former Sen. Paul Laxalt (R-Nev.) **dropped his $250-million libel suit against McClatchy Newspapers** [**presstime**, Jan. 1986, p. 35].

Both sides claimed victory under the settlement, in which neither party paid damages.

A joint statement said there had been no substantiation of a story that federal tax agents had suspected skimming at a casino while it was owned by Laxalt and his family.

- NASA is considering whether to appeal a federal judge's order to **release the tape of the final words** spoken by the crew of the ill-fated Challenger space shuttle. The ruling arose from a lawsuit by The New York Times.

- The 10th U.S. Circuit Court of Appeals has turned down Gannett Co.'s request for rehearing of its decision that **control of Santa Fe's daily newspaper**, The New Mexican, should be returned to former owner Robert M. McKinney. Gannett, which bought the paper in 1976, has not decided whether to mount a further appeal [**presstime**, June 1987, p. 79].

LEGISLATION

Efforts under way to exempt newsprint from proposed tax

ANPA has written to all 100 members of the U.S. Senate protesting the inclusion of newsprint in a proposed duty on imported goods.

The Association is seeking to get newsprint exempted from the tax, which could be as much as 1 percent of the value of the imported item.

"The imposition of such a duty runs counter to a 74-year history of duty free status," said Jerry W. Friedheim, ANPA executive vice president, in the letter to the senators.

ANPA traditionally has opposed any import duty on newsprint and in 1913 was successful in gaining the removal of a newsprint tariff that had been imposed at the time of the Civil War. Today, the only fee on imported newsprint is a customs "user fee" passed by Congress in 1986. ANPA also opposes that fee, according to Claudia M. James, ANPA assistant general counsel [**presstime**, Nov. 1986, p. 52].

Friedheim told the senators that newsprint typically accounts for about 25 percent of a newspaper's publishing costs and that based on the projected $4 billion in newsprint imports in 1987, the duty would "penalize" U.S newspapers $40 million. He called that a "heavy hand of federal taxation and a troubling precedent some future, less-enlightened, government could use as an economic lever over a formerly free press."

The import tax is part of a trade bill (S 490) that is pending in the Senate [**presstime**, June 1987, p. 78]. Tax revenues would be used to fund an assistance program for workers displaced by imports. In a position paper on the bill, ANPA argues that newspapers' importation of newsprint causes no dislocation to American workers because U.S. newspapers already purchase all of the domestic newsprint produced. ☐

'Fairness Doctrine' veto

President Reagan June 20 vetoed legislation to install the Federal Communication Commission's "fairness doctrine" as law. The American Society of Newspaper Editors was among the media groups that advocated the veto.

Also, the U.S. Supreme Court June 8 refused to review a federal appeals court ruling that the doctrine is not required by law [**presstime**, Oct. 1986, p. 47]. ☐

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Juan Tamayo for "The Terror Network"
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The 1986 Overseas Press Club Award
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Akira Suwa for "Inside Khadafy's Libya"
(Best photographic reporting from abroad
for newspapers and/or wire services)
First Prize

The 1986 Overseas Press Club Award
The San Jose Mercury News
Evelyn Richards and Lew Simons for
"The Trade War: Why Japan is Winning"
(Best business and/or economic reporting
from abroad for newspapers and/or wire services)
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The 1986 Overseas Press Club Award
The Detroit Free Press
David Turnley for his photos from South Africa
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Soviet, Singapore officials defend policies at FIEJ

FIEJ, the International Federation of Newspaper Publishers, injected controversy into its annual meeting this year with speakers from the Soviet Union and Singapore, who defended their nation's press policies.

About 280 delegates and 190 guests gathered in Helsinki May 24-27 for the federation's 40th World Congress—50 more delegates than ever before, according to FIEJ Director Timothy Balding. Seventeen attendees were from the United States.

Balding attributed the response to the program featuring two controversial speakers, Gennadi Gerasimov, spokesman for the Soviet Union's Ministry of Foreign Affairs, and Brig. Gen. Lee Hsien Loong, Singapore's minister for trade and industry.

"We had tried to introduce an element of conflict that really had not existed in past FIEJ Congresses," said Balding, who recently became the federation's chief of staff. "There had been certain criticism that it was really a forum for publishers to preach at each other. This time, a deliberate attempt was made to introduce controversial questions, and I think the final speakers' lineup reflected that."

Gerasimov spoke about the new Soviet policy of *glasnost*, or openness. He quoted Winston Churchill on the Soviet Union and then amended the late British prime minister's statement. "Sir Winston said once that Russia is a riddle wrapped in an enigma. . . . My amendment is that the Russian riddle is not wrapped in an enigma any more. And if you have a closer look, there is no riddle at all. Because now we have *glasnost*."

Gerasimov suggested that the Soviet Union is more open to foreign views than are foreign countries to Soviet views. "We are purchasing 2,200 titles of foreign newspapers and magazines totaling over 4.2 million copies to be sold at newsstands or delivered to subscribers," he said. "We spend almost five times as much on purchasing Western periodicals compared to what Western countries are paying to buy Soviet periodicals."

The head of the ministry's Information Department, Gerasimov described what it does to assist foreign correspondents based in Moscow and criticized the treatment of Soviet journalists elsewhere. He said that while the Soviet Union does not limit the number of foreign press, some Western countries, including the United States, Canada and Great Britain, impose quotas on Soviet journalists. He also complained about the length of time it takes Western countries to issue visas and to accredit Soviet journalists.

He labeled as "abnormal" the working conditions of Soviet journalists in the United States, saying they are discriminated against in obtaining official documents from the White House, the State Department and Congress.

In his address, Lee defended Singapore's action limiting the circulation of The Asian Wall Street Journal and the Asian edition of Time magazine for refusing to print corrections demanded by the government. He described the measures as being designed to prevent misinforming citizens of his country.

Singapore "does not object to foreign correspondents reporting about us in any way they choose to foreign audiences, provided they get their facts right," he said. However, when "foreign-based journalists with significant circulations in Singapore start to report on Singapore for a Singapore audience, the government has to take care."

Among other developments during its congress, FIEJ passed a resolution supporting efforts of the Dominican Newspaper Society to repeal laws requiring the licensing of journalists.

In another recent meeting, the International Press Institute staged its General Assembly in Latin America for the first time. Among seven resolutions passed were two concerning the region: One welcomed recent advances in press freedom, particularly in the host countries of Argentina and Uruguay; the other expressed concern about the status of press freedom in such countries as Colombia, Chile, Paraguay and Nicaragua. □

UNESCO postpones media conference

After Western media associations announced they would boycott it, a planned conference on UNESCO's 1978 Mass Media Declaration was postponed—"probably until December," organizers said.

The UNESCO-sponsored conference, being arranged by the Prague-based International Organization of Journalists, was to have taken place in June in Tampere, Finland [**presstime**, April 1987, p. 45].

The Western media groups are concerned the meeting would reopen controversial issues. □

ANPA looks favorably on rate proposal

Although ANPA continues to analyze new rates proposed in May by the U.S. Postal Service, the Association has concluded on a preliminary basis that the rate package looks favorable to the newspaper business.

"We applaud the Postal Service for beginning to move in the right direction by recognizing more than in the past the value that third-class mail has for its users," said Donald E. Newhouse, an ANPA director and chairman of the Association's Postal Rate Case Group. The group was formed recently by ANPA Chairman George W. Wilson to plan ANPA's participation in the pending rate case. It replaces the Joint Postal Task Force, which has been disbanded.

Newhouse, president and general manager of The Star-Ledger in Newark, continued: "We hope that during the rate case the increases in first-class rates can be moderated. And we trust that the Rate Commission will continue to give great weight to the educational and cultural value of second-class mail."

Under the USPS proposal, third-class rates would rise 22-32 percent [**presstime**, June 1987, p. 79]. Relatively modest increases are proposed for second-class. The benchmark first-class stamp would increase from 22 to 25 cents.

Also in the rate case, ANPA, Merrill Lynch & Co. and other volume first-class-mail users have formed a group that will argue first-class bears excessive USPS costs. □

'Plus' comment sought

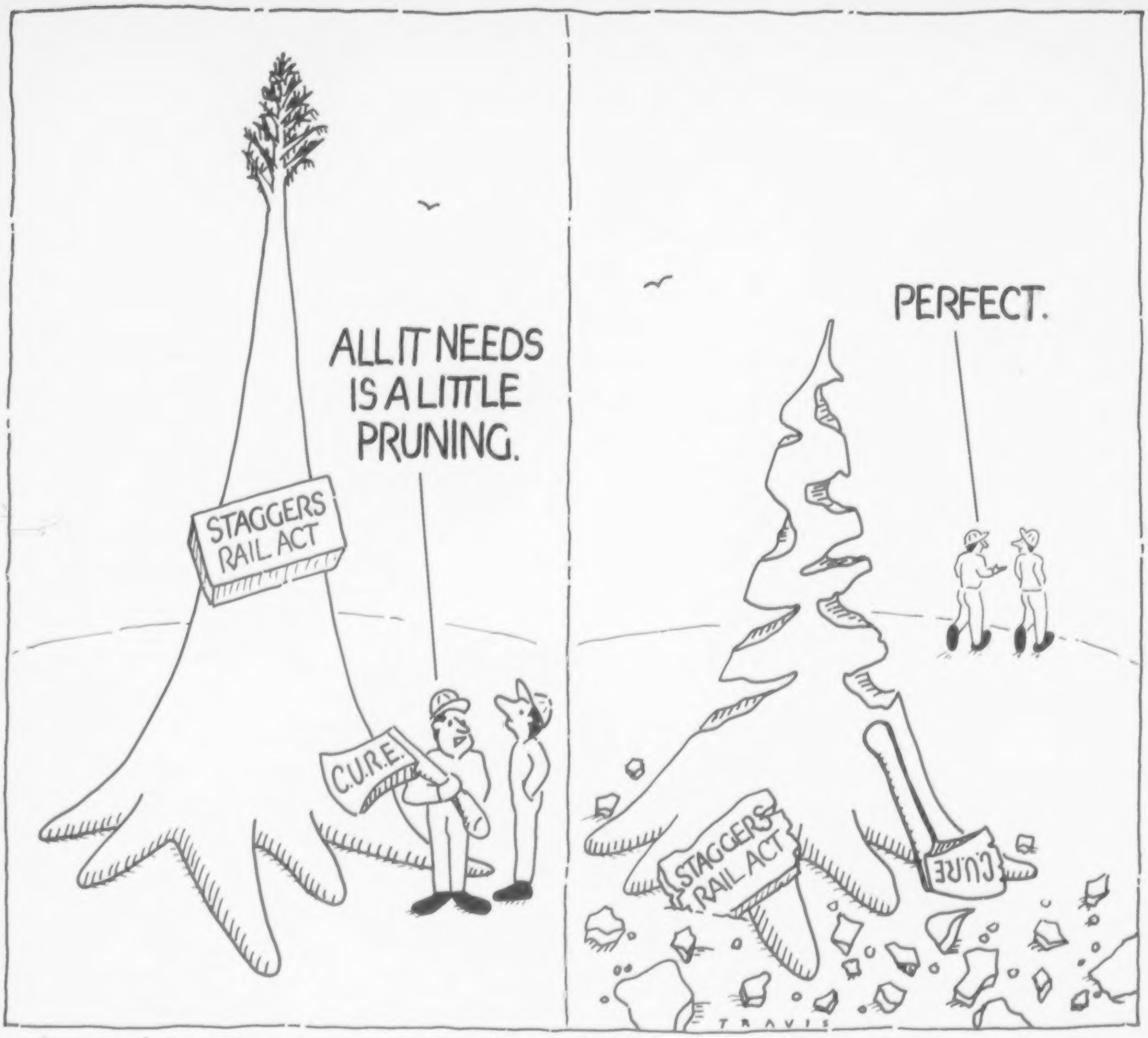
The Postal Rate Commission has asked for proposals on whether postal regulations should be changed regarding "plus issues," another term for total-market-coverage programs.

The commission said it wants to ensure that the rules effectively preclude TMC programs from using second-class rates, as both the commission and U.S. Postal Service want [**presstime**, Feb. 1987, p. 41]. □

Canada Post struck

Canada Post letter carriers in late June were engaged in a "rotating" strike that was having little impact on newspapers.

Only larger mail centers had been struck, said a Canada Post spokesman. Workers remained on the job in smaller communities where newspapers rely more heavily on mail delivery. □



Some people just can't seem to let a good thing stand.

Take the Staggers Rail Act of 1980—one of the most successful pieces of legislation in history.

A group called Consumers United for Rail Equity (C.U.R.E.)—backed primarily by the coal and utilities industries—wants to take an ax to the Staggers Act.

They don't say that, of course. They say they want to "perfect" the act…"reform" it…"fine-tune" it.

But if you read the legislation they have proposed, you will quickly see that, in critical areas, they want to reimpose the same stifling regulation—and more—that almost destroyed the railroads.

Never mind that most railroad customers—87 percent of those questioned in a recent survey—are happy with the Staggers Act and don't want it changed. Never mind the observable fact that the partial deregulation provided by the Act brought the railroads back from the brink of disaster, resulting in efficiencies and improved service for all who use rail.

Never mind, even, that the freedom to set rates and make contracts with less regulatory interference did not result in massive rate increases.

Many rates—coal and grain rates in particular—have gone down in recent years.

The interests represented by C.U.R.E. think they can use federal and state governments to lower their rates still further.

That's the real story behind C.U.R.E. But like anything else, there's no free lunch.

If C.U.R.E. succeeds, other shippers and the public as a whole will pay the price. In higher rates. Declining service. And, ultimately, in a railroad industry back on the brink of collapse.

To us that goes far beyond pruning and fine-tuning. And if you're a journalist covering this story, you'll find the facts for leaving Staggers intact are much more powerful than C.U.R.E.'s assertions for chopping it to bits.

To get facts, write Media Information, Association of American Railroads, 50 F St., NW, Washington, DC 20001, Dept. 712. Or if you're against a deadline, call (202) 639-2555.

ASSOCIATION OF
AMERICAN RAILROADS

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Telecommunications

Proposed fee could boost bills for information services

The Federal Communications Commission June 10 proposed requiring "enhanced service" providers such as packet-switching companies to pay a fee for connection to local telephone networks. Currently, such companies have an exemption from these interstate access charges.

The change would mean dramatically higher costs for some newspaper companies' electronic information services.

"Anyone who offers an electronic information service is likely to be affected to the extent that they use packet-switched networks," said Jane Wilson, ANPA assistant director/telecommunications affairs. "That would include such services as Dow Jones' News/Retrieval and Knight-Ridder's VU/TEXT."

The FCC estimated the added cost could be as much as 9 cents a minute, or $5.40 an hour.

"We are very concerned about it," said Thomas Pace, communications counsel for Dow Jones & Co. It could mean a doubling of communications costs, said Pace, vice chairman of the ANPA Telecommunications Committee. Currently, communications costs average about $5 an hour, he said.

In the case of News/Retrieval, subscribers don't pay the communications costs directly; they are "imbedded" in the cost of the service. The prospect of an increase in communications costs raises "some really interesting marketing questions," Pace said.

By press time, the FCC had not released the text of its proposal or a date for public comments.

Justice Department says NYNEX service violates AT&T consent decree

After an investigation requested by ANPA, the Justice Department has concluded that operation of a public-access videotex system by NYNEX Corp. violates the AT&T consent decree.

Operation of the system, at the Jacob Javits Convention Center in New York, "appears to be an information service," said Barry Grossman, chief of the Communications and Finance Section of the department's Antitrust Division.

The AT&T consent decree prohibits any of the divested Bell operating companies such as NYNEX from providing information services. Grossman added that even if the videotex system is not an information service, NYNEX may not provide it, absent a court granted waiver, because it is not "exchange telecommunications" or "exchange access service"—the only activities expressly allowed under the decree.

NYNEX must cease the prohibited activities or modify its involvement in the project to include only those activities allowed under the decree and under waivers granted to NYNEX, Grossman said.

A NYNEX spokeswoman said the company was preparing a response to the Justice Department and declined comment "until the Department of Justice has had a chance to react to our response and conclude its investigation."

Greene to hold hearings on BOC proposal

Three days of hearings on the Justice Department's recommendation to allow the regional Bell operating companies to provide information services and for other changes in the AT&T consent decree have been scheduled by U.S. District Judge Harold H. Greene.

Publishing companies and ANPA will be given 20 minutes on July 1 in which to make their case against removal of the information services restriction [**presstime**, June p. 78].

They will be represented by Washington, D.C., attorney Richard E. Wiley. Greene asked the parties to address, among other questions, how a videotex service like France's Minitel could be offered.

Additionally, the Justice Department in late May modified its recommendation concerning the conditions to which a BOC must agree before it may provide information services directly or through an affiliate.

The department said the changes are intended to make clear that the conditions are meant to prohibit "discrimination that would affect competition between BOC information services and other information services."

State and Local

Media-related parties try to scuttle Florida tax

Media interests, advertisers and marketing executives are sticking to three strategies in last-ditch efforts to derail Florida's new 5-percent tax on professional services that goes into effect July 1: lobby, litigate or leave.

The emphasis is on the latter two, as attempts at persuasion and threats of advertising boycotts have not budged Gov. Bob Martinez, Florida legislators and revenue officials [**presstime**, June 1987, p. 82].

Now the threats are becoming a reality as at least seven national advertisers and dozens of associations and corporations have canceled plans to advertise or hold meetings in the Sunshine State.

The biggest hope of tax opponents is that the Florida Supreme Court will find the levy constitutionally deficient. The court's advisory opinion, expected in early July, would not have the force of law but probably would make enforcement impossible, media lawyers say.

If the court gives the tax its blessing, however, "we would then pursue it at the federal level," said Richard Shelton, executive director of the Florida Press Association.

In the meantime, Florida coffers may not receive all proceeds of the tax for some time. Some newspapers and other businesses might collect the tax, but hold it in escrow until the legal issues are resolved, he said.

State revenue officials issued their regulations to implement the tax June 23, the day after the Supreme Court heard oral arguments for and against it.

While the focus has been on Florida, other states have rejected new taxes on advertising or circulation.

In a close call, the West Virginia legislature struck a 5-percent advertising and circulation tax from its budget bill just two weeks before the July 1 effective date.

In Texas, a tax on circulation was repealed.

Media tax upheld

Los Angeles-area newspapers have lost the latest round in their four-year battle to overturn a city tax on media revenues that assesses $1.25 a year per $1,000 in gross receipts [**presstime**, Dec. 1983, p. 21].

A California appeals court upheld the tax, saying it does not impede publication. The newspaper companies, including The Times Mirror Co. that has paid $4 million under the tax since 1983, plan to appeal the case to the California Supreme Court.

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Publishers' plan to evaluate programs spurs charges of accrediting duplication

Publishers in the Pacific Northwest have embarked on a $200,000, two-year pilot program to evaluate and support undergraduate journalism programs that "share our commitment to quality and improvement in newspaper-related programs."

The program, sponsored by the publishers' regional association, Allied Daily Newspapers, has come under fire in some quarters. Journalism educators and other critics have charged that it may duplicate the accreditation work of the national Accrediting Council on Education in Journalism and Mass Communications. They also have said that the publishers are trying to manipulate the academic domain with standards stressing practicality over theory [**presstime**, July 1986, p. 70].

READ.
Avoid Extinction.

Some newspapers combat illiteracy with these T-shirts on which they imprint their own nameplate. Cost is $5 apiece plus shipping for bulk orders of more than 100. For information, contact Carolyn Ebel Chandler, ANPA Foundation manager/literacy programs, The Newspaper Center, Reston, Va., (703) 648-1251.

Allied President Ted M. Natt, publisher and editor of The Daily News, Longview, Wash., said the program is intended to be positive. It's a chance for publishers "to put some money where our mouth is to improve the quality of journalism education in the region."

"We're not in the accrediting business. We're in the evaluating business," Natt said.

The project calls for member newspapers to pay 2.5 cents per paid subscriber this year, and 5 cents next year, thus raising $100,000 per year beginning in 1988 for scholarships, internships at newspapers for educators, on-campus programs and a $10,000 "Excellence in Journalism Education" award to the most exemplary institution, in the judgment of the publishers.

The newspapers also will focus their job-recruitment efforts on the schools they designate as "recommended," based on the evaluation. Those that are trying to achieve the criteria will be "provisionally recommended."

Any of the 14 colleges and universities in the region can opt not to participate. Those that do participate will return a questionnaire by Sept. 30, before evaluating teams from the newspapers begin their visitations in October.

Some of the criteria include:

- Practical, professional backgrounds of faculty and continuing efforts to refresh their practical experience at least once every four years
- Involvement with newspapers through programs that bring editors or other newspaper executives to the schools
- Active intern programs in all sequences
- A curriculum that places a premium on basic skills, with checks on student competency and adherence to the accrediting standard that graduates earn 75 percent of their credits in non-journalism courses, such as the liberal arts or business
- Research programs with strong practical value and application
- The quality of the library, physical plant and equipment
- Active job placement programs
- Active minority recruitment programs. ☐

Bicentennial 'Celebration of Citizenship' gets $900,000 more in funding

With nearly $1 million in new corporate support for "A Celebration of Citizenship," the Sept. 16 event honoring the 200th anniversary of the U.S. Constitution has expanded beyond the schools to involve the U.S. general public.

With its broadened scope, the event has been labeled the "premiere event" for programs of the Commission on the Bicentennial of the United States Constitution. The commission is cosponsoring the "Celebration of Citizenship" with ANPA Foundation and 12 national educational organizations.

Of the $900,000 donated by Xerox and Nabisco Brands Inc., $500,000 will support the Foundation's administration and promotion of the program, and $400,000 will go to the commission for expenses of a public event being planned on Sept. 16 in Washington, D.C.

For a nationwide telecast that day at 1 p.m. EDT, top administration and government officials are being invited to lead the Pledge of Allegiance, and retired Chief Justice Warren E. Burger—head of the bicentennial commission—will read and explain the meaning of the Preamble to the Constitution.

"There are many ways for newspapers to become involved, through editorials, advertising and coverage," said Claudia Haskel, ANPA Foundation's project director for "A Celebration of Citizenship."

Also on the 16th, schools throughout the nation will conduct teach-ins about the Constitution in preparation for the following day's observance of the signing of the document [**presstime**, March 1987, p. 58].

The New York Times is designing two public service advertisements about the televised event and about ways citizens can learn more about their rights and responsibilities under the Constitution. The camera-ready, full-page ads and a media kit with updated program information will be mailed to ANPA-member newspapers in early August.

Newspaper In Education coordinators have been sent copies of suggested teaching guidelines for the Sept. 16 activities. With the increased corporate funding, they will now receive additional copies in camera-ready form to distribute in their communities, plus new "how-to" guides for parents and other interested adults. ☐

Minority Affairs

Task Force sets schedule for job fairs

The Task Force on Minorities in the Newspaper Business has announced its schedule of fall job fairs to increase employment of minorities in all newspaper departments. The fairs will be jointly sponsored with the American Society of Newspaper Editors.

The schedule is:

- Oct. 9-10 in Tucson, together with Tucson Newspapers Inc.
- Oct. 15-17 in Washington, D.C., with The Courier-Journal of Louisville
- Oct. 29-31 in Miami, with The Miami Herald.
- Nov. 5-6 in Chicago, with the Chicago Tribune.
- Nov. 5-7 in San Francisco, with the San Francisco Chronicle.
- Nov. 12-14 in Ann Arbor, Mich., with The Ann Arbor News and Booth Newspapers Inc.
- Nov. 12-14 in Atlanta, with the Atlanta Journal and Constitution.
- Nov. 12-14 in Denver, with The Denver Post.

Additionally, one fair will be sponsored solely by ASNE: Oct. 22-24 in Raleigh, N.C., with The News and Observer and The Raleigh Times. ☐

Foundation invites minority fellowship applications

ANPA Foundation is now accepting applications for minority fellowships for the last six months of 1987.

The fellowship program, which began in 1981, will enable 12 minority employees at newspapers to attend one of 11 newspaper-business seminars.

The seminars are sponsored by such organizations as ANPA, the American Press Institute, The Poynter Institute for Media Studies, the American Society of Newspaper Editors and the Newspaper Personnel Relations Association.

Fellowships pay for seminar, travel, hotel and meal expenses. Nominations by newspaper executives, journalism school administrators or by potential fellows themselves (with a supervisor's recommendation) are due by July 31. For more information, contact Nancy Osborn of the Foundation at (703) 648-1053. ☐

Research

Ombudsmen, journalists' insularity, Sunday magazines are explored

BY GUIDO H. STEMPEL III

Is the newspaper ombudsman a press critic or a public-relations practitioner?

A study by James S. Ettema, associate professor of communication studies at Northwestern University, and Theodore L. Glasser, associate professor of journalism at the University of Minnesota, reports there are elements of both.

Guido H. Stempel III

They sent a questionnaire dealing with the role of the ombudsman to the 33 members of the Organization of Newspaper Ombudsmen. Thirty-two members responded.

The questionnaire included a list of 11 activities—six related to public relations and five to press criticism. Respondents were asked to rate them on a six-point scale. Four of the public-relations activities had higher ratings than any of the press-critic items: giving readers a sense the paper cares, sensitizing reporters and editors to readers' concerns, sensitizing management to readers' concerns, and changing the way readers see the paper.

Heading the press-criticism activities in importance were providing hard-hitting critiques of reporters' and editors' work and changing the way reporters and editors do things.

The ombudsmen also were asked about their orientation or loyalties—whether toward readers, the newspaper or divided between the two. The finding was that their strongest loyalty is to readers.

On the other hand, they indicated that the most important source of problems they deal with is that readers don't understand problems journalists face.

This study is reported in the spring 1987 Journalism Quarterly.

* * *

Several studies in recent years have suggested that journalists may be too insulated from the public. A study reported in the spring 1987 Journalism Quarterly suggests this problem may have been overstated.

Judee Burgoon, Michael Burgoon and David Buller of the Department of Communication at the University of Arizona and Charles Atkin of the Department of Communication at the University of Michigan studied two groups of journalists.

One was 489 journalists at 10 newspapers selected with the help of the American Society of Newspaper Editors. The other was 1,118 journalists from 83 group-owned newspapers from all geographic regions.

Sixty-two percent of the ASNE sample said they had "a lot of contact with people in walks of life different from my own," and 75 percent said they discussed news events with non-journalists. Sixty-eight percent said non-journalists ask them about things in the news, but only 46 percent seek non-journalists' opinions about the news.

In the ASNE sample, 46 percent said they think journalists should be involved with outside groups and activities, but only 35 percent said that they actually were.

Results for the larger sample were similar.

* * *

In my April column, I reported on a study that asked newspaper publishers about Sunday magazines. It found that a majority did not feel that a Sunday magazine affected either circulation or advertising.

A study Belden Associates of Dallas conducted in the Detroit market last September for Parade, the nationally distributed Sunday magazine, offers a somewhat different perspective. Readers did express some affinity for Sunday magazines.

Respondents were asked how disappointed they would be if the Sunday magazine were no longer distributed with the paper. Fifty-seven percent of the Detroit Free Press readers said they would be very disappointed or somewhat disappointed if Parade were no longer included.

The study also found that 34 percent of the Free Press readers said Parade contributed very much to their enjoyment of the paper. Another 36 percent said the magazine contributed somewhat to their enjoyment of the newspaper. ☐

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to **presstime**.

TV news 'myth' debunked

An article in TV Guide magazine debunks the popular notion that readers get more news from television than from newspapers.

The article by staff writer Joanmarie Kalter cites results from several studies to disprove what she calls a "myth."

The misconception began with this question asked by the Roper Poll since 1959: "I'd like to ask you where you usually get most of your news about what's going on in the world today." Latest results show that 66 percent cite television, and only about a third say newspapers.

Critics say the question is too general because most people can't recall precisely where they picked up a given piece of information. "It asks you to sort through the issues in your mind, pinpoint what and where you learned about each, tag it, and come up with a final score," Kalter wrote. "Not too many of us can do it, especially since we get our news from a variety of sources."

Kalter said that when a person is asked specifically whether he or she watched a TV newscast or read a newspaper *yesterday*, the results are different. For example, in a study by sociology Professor John Robinson of the University of Maryland, 67 percent of those interviewed said they read a newspaper the previous day, compared with 52 percent who said they had watched a local or network TV newscast. ☐

SPJ,SDX to consider code of ethics change

The board of directors of The Society of Professional Journalists, Sigma Delta Chi, has recommended dropping a censure provision from its code of ethics.

The provision was included when the current code was adopted in 1973, but some members have felt trying to enforce sanctions could result in lawsuits.

The board recommendation will be submitted to the full membership at the society's annual meeting Nov. 11-14 in Chicago. ☐

This year 8 Pulitzer Prizes went to newspapers with VU/TEXT electronic libraries.

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New weekly offering targets people over 50 years old

A syndicated weekly news package designed for readers over 50 years of age is being offered by The New York Times Syndication Sales Corp.

Maturity News Service will consist of a weekly package of about seven news and feature stories, a column by a contributing editor, and photos and graphics.

The service is the brainchild of Rob Roy Buckingham, formerly an editor for United Press International and The New York Times News Service. Buckingham approached the American Association of Retired Persons, which agreed to finance the service's launching.

Buckingham said a feasibility study showed there was a need for coverage for people over 50, who will represent 23.4 percent of the population by the year 2000, according to U. S. Bureau of the Census figures. ☐

Woman-man duo to replace Ann Landers

A headline in The New York Times put it this way: "Ann Landers's Footsteps: 4 Feet Will Fill Her Shoes."

A woman and a man were selected by the Chicago Sun-Times to replace advice columnist Landers (real name Eppie Lederer), who changed syndicates and skipped to the Chicago Tribune in March [**presstime**, June 1987, p. 88].

The two are Diane Crowley, 47, a Springfield, Mass., lawyer and divorced mother of two grown sons whose own mother, Ruth Crowley, wrote the original Ann Landers column for the Sun-Times until her death in 1955; and Jeffrey Zaslow, 28, a Wall Street Journal staff writer.

The two will give up their other occupations to write their columns, which were scheduled to make their debut June 28. After that, the columns were scheduled to appear on alternate days.

Crowley's column will be called "Your Problems"; Zaslow's will be called "All That Zazz." ☐

Herblock joins Creators

Herbert L. Block, three-time Pulitzer Prize-winning syndicated editorial cartoonist with The Washington Post as "Herblock," joined the new Creators Syndicate June 1 [**presstime**, March 1987, p. 56]. ☐

"If we fail to capture the interest and imagination of our readers, and in that dark process lose their trust, it is because we foolishly disregarded a simple truth: that our hopes and dreams as community journalists depend entirely on becoming a vital part of their lives."

Ev Landers
Managing Editor
Reno Gazette-Journal,
A Gannett Newspaper

GANNETT

Newspapers honored for fleets' driving records

Twenty-one U.S. and Canadian daily newspapers won awards in the annual Safe Driving Campaign sponsored by ANPA and the International Circulation Managers Association.

Awards were made to the three newspapers with the best safety records of their delivery vehicles, based on miles traveled in 1986, in each of seven divisions.

The 726 newspapers participating in the 1986 campaign operated 14,761 vehicles a total of 319,316,737 miles and achieved an accident rate of 1.46 per 100,000 miles. More than 150 newspapers had no reportable accidents during the year, and each received a certificate of merit.

Since the campaign began in 1941, participating newspapers have recorded more than 8 billion miles of driving and experienced an overall accident rate of 1.72 per 100,000 miles.

The campaign has two principal goals: to reduce fatalities and injuries, and to reduce insurance premiums for vehicles used in newspaper delivery [**presstime**, June 1986, p. 66].

Winners for 1986 were:

Private motor carrier division

Group A: Newspapers with daily circulation up to 20,000; 92 newspapers operated 325 vehicles 5,839,109 miles with 64 accidents.

- First place: **Portsmouth (Ohio) Daily Times** operated 21 vehicles 572,555 miles without an accident.
- Second place: **Agana (Guam) Pacific Daily News** operated 19 vehicles 247,529 miles without an accident.
- Third place: **Medicine Hat (Alberta) News** operated nine vehicles 225,903 miles without an accident.

Group B: Newspapers with daily circulation 20,001 to 50,000; 158 newspapers operated 1,159 vehicles 22,082,538 miles with 325 accidents.

- First place: **Casper (Wyo.) Star-Tribune** operated 6 vehicles 641,220 miles without an accident.
- Second place: **Mesa (Ariz.) Tribune** operated 33 vehicles 388,053 miles without an accident.

Practice makes perfect for drivers.

- Third place: **Ravenna (Ohio) Record-Courier** operated 35 vehicles 387,904 miles without an accident

Group C: Newspapers with daily circulation 50,001 to 100,000; 95 newspapers operated 1,012 vehicles 20,083,006 miles with 498 accidents.

- First place: **Lubbock (Texas) Avalanche-Journal** operated 21 vehicles 807,532 miles without an accident.
- Second place: **Tulsa Tribune** operated one vehicle 50,985 miles without an accident.
- Third place: **Rockford (Ill.) Register Star** operated five vehicles 30,908 miles without an accident.

Group D: Newspaper with daily circulation in excess of 100,000; 209 newspapers operated 7,066 vehicles 153,312,450 miles with 3,484 accidents.

- First place: **Orlando Sentinel** operated 31 vehicles 734,202 miles without an accident.
- Second place: **Tulsa World** operated seven vehicles 155,064 miles without an accident.
- Third place: **Columbia (S.C.) State and Record** operated 31 vehicles 1,542,870 miles with one accident.

Contract motor carrier division

Group A: Newspapers with daily circulation up to 25,000; 128 newspapers operated 1,866 vehicles 34,060,671 miles with 59 accidents.

- First place: **Dover (Del.) State News** operated 61 vehicles 1,576,080 miles without an accident.
- Second place: **Ashland (Ky.) Daily Independent** operated 52 vehicles 978,391 miles without an accident.
- Third place: **Clarksville (Tenn.) Leaf-Chronicle** operated 50 vehicles 813,518 miles without an accident.

Group B: Newspapers with daily circulation 25,001 to 100,000; 101 newspapers operated 2,205 vehicles 50,002,036 miles with 63 accidents.

- First place: **Boise (Idaho) Statesman** operated 130 vehicles 3,598,580 miles without an accident.
- Second place: **Saginaw (Mich.) News** operated 99 vehicles 2,473,190 miles without an accident.
- Third place: **Alexandria (La.) Daily Town Talk** operated 117 vehicles 2,405,676 miles without an accident.

Group C: Newspapers with daily circulation in excess of 100,000; 39 newspapers operated 1,128 vehicles 33,936,927 miles with 165 accidents.

- First place: **Wichita Eagle-Beacon** operated 62 vehicles 1,876,496 miles without an accident.
- Second place: **Tulsa World** operated 50 vehicles 1,370,567 miles without an accident.
- Third place: **Los Angeles Herald Examiner** operated six vehicles 598,553 miles without an accident. □

Carriers give editors news tips from their routes

Adult carriers at The Ledger in Lakeland, Fla. (morning, circulation 79,023), are doubling as news tipsters. Circulation Director Samuel Diaz said the newspaper has run several stories that originated from one of the paper's 200 carriers.

The Ledger's executive editor, Louis M. (Skip) Perez, said: "The carriers are our eyes and ears. They're really an indispensable news source."

Because the carriers are out early in the morning, they often see things like automobile crashes or fires and see or hear of other newsworthy events that reporters may not find out about until later, Perez said.

The carriers and district managers have been provided with a list of editors and photographers who can be called in predawn hours, Perez said. He and Managing Editor Bruce Giles try to attend breakfast meetings with the carrier force at least once a month to compare story ideas. □

Bismarck Tribune tries three-tier pricing

In a newspaper-business rarity, The Bismarck Tribune (morning, circulation 28,341) has begun charging three different single-copy prices—35 cents for weekdays except Wednesday, 50 cents for Wednesday and $1.25 for Sunday.

The Wednesday paper, which is the food-day edition replete with grocery ads and coupons, averages 48-52 pages, said Paula Redmann, promotion manager and human resources coordinator.

Other weekday editions, including Saturday, average 20-24 pages, and the Sunday paper averages 72.

"I've been wanting to try this for years," said William N. Roesgen, publisher of the Lee Enterprises Inc. paper. "Circulation is always higher on those two days (Wednesday and Sunday). Obviously there is a perceived greater value for those two papers."

The Tribune, which switched from an evening to a morning publication schedule April 6, instituted the three-tier price system June 7. Its vending machines were modified to accept the three different levels of payment on the appropriate days.

Roesgen said there has been no dropoff of circulation since the price change.

The Toronto Star also has three prices—$1 for the large Saturday weekend paper, 60 cents for Sunday and 25 cents weekdays. □

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Papers adapt to law on aliens

Compliance with the new Immigration Reform and Control Act has not proved to be onerous, newspaper executives say.

In fact, some got a head start and began checking the citizenship status of new hires well before the law's requirement to do so kicked in June 1.

"It's no big deal for us," said Jo-Ann Bradley, human resources director for the Fort Myers (Fla.) News-Press, one of the newspapers that started checking earlier. "We thought the biggest problem would be in hiring night inserters for the mailroom, but it did not arise."

Still, some grumbles are being heard within the industry because of requirements of the new law, which went into effect Nov. 6 and provides criminal and civil penalties for employers who knowingly hire aliens not authorized to work in the United States [**presstime**, Dec. 1986, p. 70]. The U.S. Immigration and Naturalization Service, citing a delay in mailing a handbook explaining the law to employers, said it would wait until July 1 before issuing warning citations to employers who violate the law.

Newspaper executives say the biggest burden is going back and getting required documentation from people hired between Nov. 7 and May 31. Employers have until Sept. 1 to record on INS Form I-9 information about those employees, but for those hired after May 31 the form must be completed within three business days of the hire.

That documentation must be kept on file for possible inspection by INS personnel.

(The Senate in late May approved a budget-bill amendment that would, if enacted, suspend enforcement of the act's penalties on employers until Oct. 1.)

The St. Petersburg Times revamped its employment application forms before June 1 to explain the law to applicants and to tell them what documentation they must provide if hired. Acceptable documents include one showing identity, such as a driver's license with a picture, and one showing authorization for employment in the United States, such as an original Social Security card, a U.S. birth certificate or an unexpired INS employment authorization form. One form of identification that establishes both identity and employment eligibility is a U.S. passport. The employer must certify that the documents have been examined by a company representative.

NOTICE
ATENCIÓN
LAW

Ralph Barrera, Austin American-Statesman

A notice about the new law, in English and Spanish, is posted in the employment office of the Austin (Texas) American-Statesman.

In the beginning, said Allen R. Dwyer, personnel manager of the St. Petersburg paper, some job applicants were indignant when they found out they would have to prove their eligibility to work. "There's not too much resistance now," he said.

The burden of compliance is, of course, heaviest on those who hire many employees, especially newspapers like the Times that use employees to deliver. In 1986, for example, the Times hired 1,188 part-time and 313 full-time employees.

"It's another administrative chore," said Cleatis R. Carroll, personnel director for Donrey Media Group in Fort Smith, Ark. Carroll and others report squabbles with people who say they have lost their Social Security cards or who do not have a driver's license containing a photograph.

Gerald W. Wright, director of personnel and industrial relations for The Tampa Tribune, said the company makes a photocopy of all documents submitted, although that is not required by the law.

"It's a burden to follow up by the third day," he said. "Our adult carriers are employees scattered in 20 counties throughout the state."

Wright said a training program for circulation area and district managers was started to explain to them what they are required to do before they place a person on a route. "If you let a person slip through, you've got potential problems with the Immigration and Naturalization Service if they make an inspection. These people (carriers) never go through the personnel office" where the paper work is normally done by experienced people.

One of the largest employers in the newspaper business, the Los Angeles Times, is also in the state with the largest number of immigrants. The Times normally hires about 200 full- and part-time employees a month, said Gerald J. Alcantar, manager/staffing and policy communications.

The newspaper has conducted training programs for managers and supervisors in outlying offices to explain the law and the requirement that all applicants be treated the same. Alcantar noted that certain illegal immigrants can be hired until Sept. 1, 1987, if they certify they have applied or intend to apply for amnesty under an INS "special rule."

The law is "not difficult to apply," Alcantar said. "It's just the logistics. It will become commonplace."

ANPA member-newspapers desiring information about the new law should contact either the Human Resources Department or the Legal and Government Affairs Department at The Newspaper Center, Reston, Va. Also, INS has opened a toll-free, 24-hour hot line to provide information—(800) 777-7700.

—Clark Newsom

Arbitrator sustains discharge in drug-testing case

The discharge of an Albuquerque Publishing Co. mailer for refusing to take a drug test has been sustained by an arbitrator.

The case is the second known arbitration in the newspaper business involving drug testing. In 1986, an arbitrator overturned the discharge of a truck driver at The Baltimore Sun for refusing to submit a urine specimen for drug screening [**presstime**, Dec. 1986, p. 69].

The Albuquerque case arose from a surprise search for drugs and alcohol at the company [**presstime**, July 1986, p. 74], which handles non-editorial functions for the Albuquerque Journal and The Albuquerque Tribune. Hearings have been concluded in another arbitration there involving the discharge of a mailer who tested positive for drug use; a decision is expected later this summer.

In upholding the mailer's discharge for refusing to take the blood and urine test, Arbitrator J.C. Fogelberg found "reasonable" a posted rule that states: "Employees who appear to be under the influence of alcohol, drugs or other substances . . . will submit to blood/urine or other accepted tests if requested to do so by the employer."

Fogelberg pointed out that the rule does not constitute random testing and is limited to those employees who appear to be "under the influence." The grievant had failed to pass a "field sobriety test" administered by the company's security director, who had extensive experience in giving such tests.

The arbitrator said the formulation of rules was reasonable "given the circumstances of drug usage and dealings in the plant." In 1985, a mailroom employee was injured on the job, and drugs were discovered to have played a part in the accident.

The grievant was represented by Mailers' Union No. 156, which had agreed to observe the company's rules so long as they did not conflict with the labor agreement. The arbitrator found the grievant was aware of the rule.

"The record does not support the charge of unreasonableness, bias or improper conduct on the part of management as the union has alleged," Fogelberg said. "Rather, it demonstrates that a serious problem existed, that management undertook a careful and somewhat lengthy study of the problem, and then implemented a wide-ranging program to deal with it." □

Additional arbitration awards

Des Moines Register, Mailers: Clifford E. Smith ruled that the company did not violate the labor agreement when it hired an extra crew to work on Sunday inserts, which deprived journeymen of overtime work.

Greensburg (Pa.) Tribune-Review, CWA: Irwin J. Dean Jr. upheld the union in finding that lifetime job guarantees in a labor agreement covering printers survived the agreement's expiration date.

Houston Post, GCIU: John F. Caraway sustained the five-day disciplinary suspension of a union steward for failure to obey a supervisor's orders.

New York Daily News, Deliverers: Janet Maleson Spencer reduced the punishment of a delivery department foreman who falsified payroll records; instead of being discharged, he was suspended for 21 months and demoted to driver.

Newsday, Long Island, N.Y., CWA: Daniel House upheld the dismissal of a disabled printer who had last worked in 1977.

San Jose Mercury News, Guild: William B. Gould IV found that a reporter was transferred in violation of the agreement.

Seattle Post-Intelligencer, Guild: Alan R. Krebs ruled that the company violated the labor agreement when it refused to allow a photographer to include seven letters from co-workers in his personnel file in response to a supervisor's warning letter.

Seattle Times, IBEW: Philip Kienast upheld the union by ruling that swing or graveyard shift premium pay should be included in the pay for vacations and holidays not worked.

Tacoma (Wash.) News Tribune, Mailers: Kienast ruled that job guarantees given mailers by the newspaper's former owner ceased when the paper's assets were sold.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

Private investigation ignites NLRB case and lawsuit

Local 41 of The Newspaper Guild is appealing the refusal of a National Labor Relations Board regional office to issue a complaint against the Providence Journal Co. for investigating a Guild employee.

In a related action, the person who was investigated is suing the Journal Co. and a private investigative agency.

The case began when the Providence Guild filed charges with the NLRB alleging that the company violated the Taft-Hartley Act by hiring Equifax Inc. to check the background of Susan Zucker, the union's new interim administrator.

Michael F. Walsh, the NLRB acting regional director in Boston, concluded there was insufficient evidence that the company had violated the act.

"Essentially," he said, "the investigation extended only to the educational background and employment history of Zucker, and was ordered by the employer for the limited purpose of permitting the employer to become more knowledgeable about the professional qualities of the person with whom it could reasonably expect to be dealing in collective bargaining."

There was no evidence that the investigation unlawfully interfered with the administration of the union, Walsh said.

In a separate action, Zucker is suing the company and Equifax for $1,050,000. Filed in U.S. District Court, the suit alleges that the two companies illegally used computerized personal information about her.

The Guild represents more than 450 editorial and commercial employees at The Providence Journal and The Evening Bulletin. □

Wage and salary survey project expedited

Efforts by ANPA in conjunction with the Inland Daily Press Association and other newspaper associations to establish an annual, industry-wide wage and salary survey are progressing.

The ANPA Board of Directors has designated the project "high priority" and directed that it be expedited. ANPA Senior Vice President Thomas C. Fichter said a proposal for conducting the survey and disseminating the information gathered soon will be considered by an advisory group of newspaper compensation experts.

Planning for the survey began in October 1986 [**presstime**, Nov, 1986, p. 74]. □

After six-day Sunpapers strike, Guild comes to terms

The first U.S. newspaper strike in more than a year ended June 17 when striking editorial and commercial employees returned to their jobs at The Sun and The Evening Sun in Baltimore.

Non-union and supervisory personnel continued publication and distribution of the two papers during the six-day strike by Local 35 of The Newspaper Guild. Members of five other local unions representing engravers, mailers, pressmen, printers and truck drivers observed the Guild picket lines.

The company rented trucks, driven by supervisory and managerial personnel, to deliver the papers.

"It is normal in the collective-bargaining process for disputes to arise," said Publisher Reg Murphy. "This one simply got out of hand."

The Guild struck one day after the labor agreement expired. Members of the same local representing editorial and commercial employees at The Washington Post have continued to work since their contract expired July 9, 1986.

Key issues in the Baltimore negotiations were general salary increases, payment of health insurance premiums and a two-tier wage system under which suburban reporters are paid less than those in the city.

The Guild had been seeking an annual 8-percent wage increase in a three-year contract. The company's final offer, which was accepted by the union's members, will increase wages an average of 4 percent a year. The top minimum pay for reporters with five years' experience will go from $700 to $790 in the final year of the contract.

The agreement also calls for employees to help pay for health insurance premiums for the first time. The premiums will cost employees up to $7 a week, depending on the coverage they choose. Under one available plan, employees will pay nothing. Future premium increases will be shared by the company and employees.

The two-tier wage system will continue, but the pay of suburban reporters will increase from 50 percent to 60 percent of city salaries at the end of the three years.

Guild members ratified the new agreement 258 to 110 in a paper-ballot vote.

The Sunpapers were purchased in 1986 by The Times Mirror Co. of Los Angeles. ☐

THE BALTIMORE SUN
WASHINGTON-BALTIMORE NEWSPAPER GUILD
ON STRIKE
ON STRIKE
ON STRIKE

AP

Union members form picket line at entrance to Baltimore newspaper building.

Pension plan covering UPI technical workers will be terminated

A pension plan covering technicians and operators at United Press International who are represented by Division 47 of the United Telegraph Workers is being phased out under an agreement with the union.

But contrary to published reports that the plan would be terminated Aug. 1, Division 47 Chairman and Secretary-Treasurer Gerald Balistreri said in late June that no termination date had been agreed to by union members of a joint pension committee. The committee has three union representatives and three from the company.

He said the union had agreed with UPI to terminate the plan "as soon as possible" during negotiations for the most recent labor agreement. It did so when it also agreed to the elimination of 16 of 51 jobs [**presstime**, Jan. 1985, p. 66].

The wire service proposed terminating the plan Aug. 1, but Balistreri, who is one of the plan's six trustees, said he "has no figures" on which to base a decision and needs more time.

Under the termination plan, pensioners would receive an annuity that would pay them an amount equal to or more than their current pensions. Balistreri said 27 employees represented by Division 47 are still working at UPI. Plan participants who have not retired would receive lump-sum payments under a formula to be determined by the trustees.

UPI said the plan is over-funded and that a notice of the intent to terminate it will be filed with the federal Pension Benefit Guaranty Corp., an agency within the U.S. Department of Labor. ☐

Recent contract settlements

San Francisco Newspaper Agency, Guild: Forty-three-month agreement covering editorial and commercial employees; retroactive to July 1, 1986.

Seattle Post-Intelligencer, Guild: Four-year agreement covering editorial and business office employees; effective July 22, 1986.

Seattle Times, Guild: Four-year agreement covering editorial and commercial employees; effective July 22, 1986.

(Details in July 1987 ANPA Labor & Personnel Relations Letter.)

The Pulitzer Team from left, Flora Rathburn, metro editor; Andy Schneider, public health writer; Vince Musi, photographer; Angus McEachran, editor, holding Pulitzer Gold Medal; Henry Daubner, editorial writer; Matthew Brelis, general assignment reporter; Madelyn Ross, managing editor. Missing is Rob Rogers, editoral cartoonist.

JOURNALISM'S HIGHEST HONOR SHARED WITH THE TEAM

When the winner of the 1987 Pulitzer Gold Medal for public service was announced over the wire at The Pittsburgh Press, the spotlight was on Andrew Schneider and Matthew Brelis. It was their documentation of medical and substance abuse problems among commercial airline pilots that led to major reforms in pilot medical reviews—and increased passenger safety.

Yet Schneider and Brelis were the first to shine the spotlight elsewhere, to recognize metro editor Flora Rathburn, who edited the series; photographer Vince Musi, who illustrated it; the many staff members who helped in numerous other ways; and the editors who have made a commitment to in-depth reporting.

The efforts that led to the second consecutive Pulitzer for The Pittsburgh Press represent a commitment to excellence that dominates the newsroom.

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New York Daily News settles race-discrimination suit

The New York Daily News reached an out-of-court settlement June 10 with four black editorial employees who had sued the newspaper for racial discrimination.

A Manhattan federal District Court jury found in April that the newspaper had discriminated against the four between 1979 and 1982 by giving them fewer promotions and lower salaries than were given white editorial workers with comparable experience and qualifications.

The settlement, undisclosed by the parties but widely reported as a $3.1-million package, came two days after the damages phase of the case began June 8 [**presstime**, June 1987, p. 102].

John M. Dunleavy, assistant to Daily News Publisher James Hoge, would neither confirm nor deny the $3.1-million figure. He said Hoge had no comment on the settlement beyond a joint statement by the News and the plaintiffs. That statement said the settlement was "a method of putting this unfortunate dispute to rest while accommodating the interests and concerns of both sides."

The settlement also enabled the News to resolve a related suit brought by the federal Equal Employment Opportunity Commission.

David W. Hardy, the lead plaintiff, said the settlement "bodes well for the future of minorities at the News, as well as the paper itself."

About $1.5 million of the settlement will reportedly go for lawyers' fees and other expenses, such as repaying a $90,000 loan from New York Local 3 of The Newspaper Guild, half of which was a loan to the local from the parent union. The plaintiffs will divide the rest. □

Newspapers shut down in British Columbia during general strike

Ten of the 17 daily newspapers in British Columbia were among the casualties when up to 300,000 union members participated in a 24-hour general strike.

Among those not publishing on the day of the demonstration, June 1, were the dailies in the province's two principal cities, Vancouver and Victoria. Also, The Globe and Mail of Toronto was unable to print its national edition in Vancouver but shipped in copies printed in adjacent Alberta.

The strike was called by the British Columbia Federation of Labor to protest proposed changes in the province's labor laws that would reduce the power of unions. The legislation would, among other things, put restrictions on the ability of unions to strike.

All industries in British Columbia were crippled by the strike, and union leaders warned the government that more demonstrations can be expected unless the labor bill is withdrawn. □

Judge reduces $550,000 award in discharge case

A judge has reduced from $550,000 to $64,000 a jury's award of damages to a discharged classified advertising manager at the Visalia (Calif.) Times-Delta.

A jury had awarded Mark Johnson $325,000 for breach of implied contract, $75,000 for negligent infliction of emotional distress and $150,000 in punitive damages [**presstime**, April 1987, p. 62].

But Judge David L. Allen threw out the award for emotional distress and punitive damages. And he reduced to $64,000 the "excessive" damages for breach of contract.

He said the jury's awarding of $325,000 was based on the assumption that Johnson's level of income would never match or exceed the salary he received at the Times-Delta. There was no evidence that Johnson would continue to suffer a loss of earnings the next 27 years of his work life as the result of his discharge, the judge said.

Johnson refused to accept the $64,000 and has appealed to the California Court of Appeal.

(Johnson v. Visalia Newspapers Inc., No. 122968) □

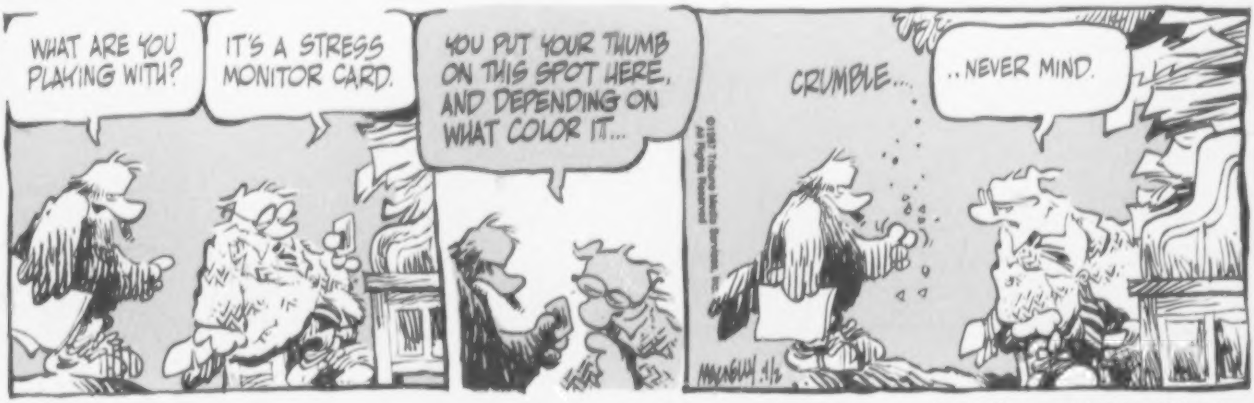
Minimum wage increase set in Ontario, Quebec

The general minimum wage in the Canadian provinces of Ontario and Quebec will rise from $4.35 to $4.55 an hour effective Oct. 1, 1987. The increase amounts to 4.6 percent, and the rate will be reviewed annually.

In the United States, bills are pending in Congress to increase the federal minimum wage in three steps from the current $3.35 an hour to $4.65 by Jan. 1, 1990. □

'Shoe'

By Jeff MacNelly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Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

Isaiah Thomas and the Year 2000

Stanton R. Cook, president and chief executive officer, Tribune Co., and publisher, Chicago Tribune. Remarks made in accepting the Isaiah Thomas Award in Newspaper Management, Rochester Institute of Technology, April 30

On the Responsibilities of the Press

Vermont Royster, editor emeritus, The Wall Street Journal. Press-Enterprise Lecture Series, University of California, Riverside, March 17

The Problem of Punitive Damages in First Amendment Cases

Arlin M. Adams, retired judge, 3rd U.S. Circuit Court of Appeals. Madison First Amendment Dinner, Hershey, Pa., April 8. (Or see June 1, 1987, Vital Speeches of the Day, 389 Highway 17 By-Pass, Mount Pleasant, S.C. 29464.)

From the Ninth International Smithsonian Symposium: Constitutional Roots, Rights and Responsibilities, Washington, D.C., May 18-23:

The People, the Press and the Constitution

Robert F. Erburu, chairman and chief executive officer, The Times Mirror Co., Los Angeles

The Press as a Representative of the People: At What Cost?

Everette E. Dennis, executive director, Gannett Center for Media Studies, New York City

From the 40th World Congress of Newspaper Publishers and the International Federation of Newspaper Publishers annual meeting, Helsinki, Finland, May 24-27:

Presentation of the 1987 Golden Pen of Freedom

Giovanni Giovannini, FIEJ secretary general

Golden Pen of Freedom Acceptance Speech

Juan Pablo Cardenas, editor, Analisis, Santiago, Chile

The Increasing Importance of Telecommunications for the Distribution of Information

William D. Rinehart, ANPA vice president/technical

Developing a Free Press in the South—and Does the North Really Care?

Dana R. Bullen, executive director, World Press Freedom Committee, Reston, Va.

Press Credibility: A Statutory Right of Reply—Why Britain Should Not Have It

Kenneth Morgan, director, The British Press Council, London

Financing Media Projects in Rural Areas of the Third World

Wim van Norden, president, Foundation for Communication in Development-Cooperation, Amsterdam, the Netherlands

The Helsinki Accords—Freedom or Fallacy for the World Press

Gennadi Gerasimov, spokesman for the Soviet Union Ministry of Foreign Affairs

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ANPA state-by-state survey details record newsprint consumption

Daily newspapers in the United States consumed a record 8,865,127 metric tons of newsprint in 1986, an increase of 1.6 percent from the previous record of 8,724,521 tons set a year earlier.

ANPA's annual state-by-state survey of newsprint consumption also shows that Vermont had the largest percentage increase between 1985 (7,486 tons) and 1986 (8,716), 16.4 percent. Next highest were New Hampshire (9 percent), Virginia (8 percent), Maine and Maryland (7.2 percent each) and Wyoming (6.4 percent).

New York, which used 924,216 tons, had the biggest increase in actual tonnage consumed—19,967 tons. California remained the number-one state in newsprint consumption, using 1,209,945 tons—13.6 percent of the national total.

Net increases were recorded in 32 states as well as in the District of Columbia.

Alaska had the largest percentage decrease, 10.6, or 2,480 tons. Texas had the biggest decrease in tonnage 38,174 tons (710,621 vs. 748,795).

Regionally, the Northeast had the largest percentage increase in newsprint use between 1985 (2,139,702 tons) and 1986 (2,215,977)—3.6 percent. The North Central states followed at 2.2 percent. Then came the South at 0.7 percent and the West at 0.2 percent.

The annual ANPA survey [**presstime**, July 1986, p. 81] covered 1,751 general-circulation daily newspapers as well as some foreign-language, college and special-service dailies such as trade newspapers. Together, they accounted for 74.3 percent of 1986's estimated newsprint consumption by all U.S. users of 11,937,000 tons—an increase of 3 percent and also a record. All users include weekly newspapers, commercial printers, free-distribution publications, comic sections and the government.

The 1.6 percent increase in consumption by U.S. dailies supersedes a preliminary estimate that had indicated an increase of 2.5 percent [**presstime**, March 1987, p. 72]. The preliminary estimate was based on stratified data from newspapers in ANPA's statistical sample.

The new consumption report was based on a poll of every daily newspaper in the United States. □

State-by-state newsprint consumption by U.S. daily newspapers*

	1986	1985	% change
Alabama	73,747	71,395	3.3
Alaska	20,930	23,410	-10.6
Arizona	145,578	149,646	-2.7
Arkansas	48,679	50,074	-2.8
California	1,209,945	1,196,556	1.1
Colorado	190,968	195,139	-2.1
Connecticut	103,844	108,420	-4.2
Delaware	16,952	16,150	5.0
District of Columbia	241,695	234,437	3.1
Florida	568,719	554,656	2.5
Georgia	198,892	187,586	6.0
Hawaii	27,868	27,302	2.1
Idaho	15,793	16,909	-6.6
Illinois	445,436	438,667	1.5
Indiana	143,167	139,261	2.8
Iowa	73,612	70,203	4.9
Kansas	42,158	43,144	-2.3
Kentucky	71,914	72,843	-1.3
Louisiana	117,918	121,894	-3.3
Maine	24,375	22,738	7.2
Maryland	116,012	108,210	7.2
Massachusetts	307,492	289,679	6.1
Michigan	332,537	313,199	6.2
Minnesota	128,161	125,976	1.7
Mississippi	36,191	35,596	1.7
Missouri	171,347	174,246	-1.7
Montana	12,714	13,323	-4.6
Nebraska	46,280	47,719	-3.0
Nevada	39,677	39,453	0.6
New Hampshire	21,059	19,316	9.0
New Jersey	355,148	338,334	5.0
New Mexico	29,062	28,884	0.6
New York	924,216	904,249	2.2
North Carolina	159,656	153,292	4.2
North Dakota	13,096	13,146	-0.4
Ohio	344,077	334,095	3.0
Oklahoma	79,205	82,485	-4.0
Oregon	93,570	90,730	3.1
Pennsylvania	430,116	410,608	4.8
Rhode Island	41,010	38,870	5.5
South Carolina	71,446	68,076	5.0
South Dakota	9,649	9,664	-0.2
Tennessee	119,182	115,386	3.3
Texas	710,621	748,795	-5.1
Utah	37,719	39,492	-4.5
Vermont	8,716	7,486	16.4
Virginia	142,713	132,189	8.0
Washington	137,564	137,399	0.1
West Virginia	29,904	30,715	-2.6
Wisconsin	128,418	127,482	0.7
Wyoming	6,379	5,997	6.4
Total	8,865,127	8,724,521	1.6

Regional newsprint consumption by U.S. daily newspapers*

	1986		1985		
	Number of newspapers	Consumption	Number of newspapers	Consumption	% change
Northeast	310	2,215,977	313	2,139,702	3.6
North Central	545	1,877,938	544	1,836,803	2.2
South	589	2,803,445	589	2,783,778	0.7
West	307	1,967,767	306	1,964,238	0.2
Total	1,751	8,865,127	1,752	8,724,521	1.6
Total consumption by all U.S. users		11,937,000		11,587,000	3.0

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*Metric tons

CPU, Abitibi-Price ratify new 3-year contract

The Canadian Paperworkers Union and Abitibi-Price Inc. ratified an agreement in June on a new three-year contract.

Workers will receive a 25-cents-an-hour increase in the first year, 45-cents-an-hour increase in the second and a 4.5-percent raise in the third.

The contract also includes better pension benefits.

Union membership had approved a strike vote in May [**presstime**, June 1987, p. 108], but the subsequent agreement averted a walkout.

However, members of the CPU and the Pulp, Paper & Woodworkers of Canada held a peaceful strike June 1 that idled 18 mills in British Columbia for a day. It was part of a province-wide strike called by the British Columbia Federation of Labor to protest a legislative measure that would give employers and the government broader powers to intervene in labor negotiations. (See story, p. 72.)

The BCFL has threatened to repeat the work stoppages until the proposed legislation is dropped.

In the United States, negotiations continue between the United Paperworkers International Union and Inland Empire Paper Co. at Inland's Millwood, Wash., mill and between the Association of Western Pulp & Paper Workers and Boise Cascade Corp. at its Steilacoom, Wash., mill. The contracts expired May 31. □

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Photo courtesy of Motter Printing Press Co., York, PA.

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May consumption climbs for dailies, others

Newsprint consumption for all U.S. users in May was 3-percent higher than May 1986. The consumption increase for the first five months of the year was 2.3 percent.

For U.S. daily newspapers, consumption increased 5.1 percent in May and 3.6 percent for the five-month period.

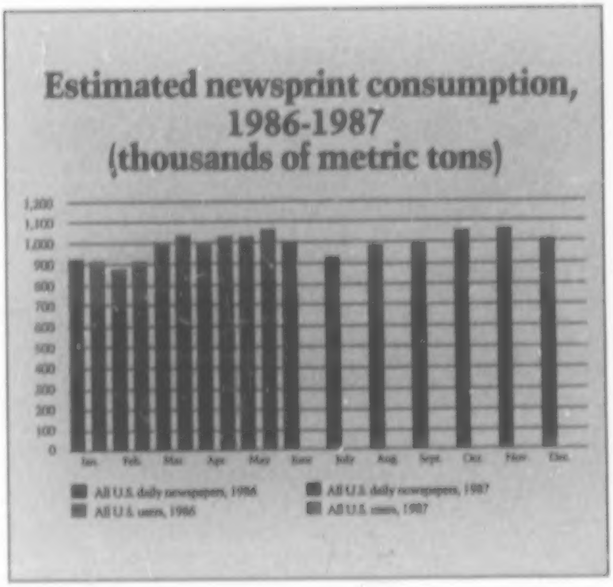
Production at Canadian mills increased 4.2 percent in May and was up 6 percent for the five months.

U.S. production was 1.8-percent above the May 1986 figure and 1.7-percent higher for the five months.

The May operating rates were 97 percent for Canadian mills and 94.2 percent for U.S. mills.

Domestic shipments from U.S. mills in May increased 3.3 percent from the same month a year earlier, while exports decreased by 16.2 percent.

Canada's May shipments to the United States increased 4.6 percent, while those within Canada were up 3 percent and those to overseas customers rose 13.2 percent.



Estimated newsprint consumption, 1986-1987 (thousands of metric tons)

Estimated consumption of all U.S. daily newspapers[1]

Region	April 1987(r)	April 1986	% Change
Northeast	200,348	190,773	+ 5.0
North Central	162,047	157,233	+ 3.1
South	245,698	235,318	+ 4.4
West	170,919	162,028	+ 5.5
Circulation Size			
up to 25,000	63,670	50,480	+ 26.1
25,001-100,000	158,416	148,937	+ 6.4
Over 100,000	556,926	545,935	+ 2.0
April totals	779,012	745,352	+ 4.5
Four-month totals	2,956,167	2,866,270	+ 3.1
Region	**May 1987(p)**	**May 1986**	**% Change**
Northeast	214,097	196,711	+ 8.8
North Central	168,633	162,057	+ 4.1
South	251,672	244,488	+ 2.9
West	174,643	166,565	+ 4.8
Circulation Size			
up to 25,000	63,417	51,553	+ 23.0
25,001-100,000	164,545	155,346	+ 5.9
Over 100,000	581,083	562,922	+ 3.2
May totals	809,045	769,821	+ 5.1
Five-month totals	3,765,212	3,636,091	+ 3.6

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
May 1987	586,327	95,067	133,850	815,244
May 1986	560,318	92,279	118,216	770,813
Five months 1987	2,878,662	479,535	626,315	3,984,512
Five months 1986	2,727,921	447,990	557,858	3,733,769
Increase	+ 150,741 + 5.3%	+ 31,545 + 7.0%	+ 68,457 + 12.3%	+ 250,743 + 6.7%
From U.S. mills				
May 1987	427,085		25,262	452.347
May 1986	413,267		30,144	443,411
Five months 1987	2,017,633		133,623	2,151,256
Five months 1986	1,951,816		121,690	2,073,506
Increase	+ 65,817 + 3.4%		+ 11,933 + 9.8%	+ 77,750 + 3.7%
From North American mills				
May 1987	1,013,412	95,067	159,112	1,267,591
May 1986	973,585	92,279	148,360	1,214,224
Five months 1987	4,896,295	479,535	759,938	6,135,768
Five months 1986	4,679,737	447,990	679,548	5,807,275
Increase	+ 216,558 + 4.6%	+ 31,545 + 7.0%	+ 80,390 + 11.8%	+ 328,493 + 5.7%

Estimated consumption of all U.S. users

	1987	1986	% Change
March totals	1,037,369(r)	1,003,915	+ 3.3
April totals	1,032,556(r)	999,777	+ 3.3
May totals	1,065,768(p)	1,034,975	+ 3.0
Five-month totals	4,949,107(p)	4,837,491	+ 2.3

Stocks

U.S. publishers[2]	Tonnage	Days' supply On hand	Days' supply In transit
March 1987	874,026	35	6
March 1986	903,602	38	6
April 1987	869,316(r)	35(r)	5
April 1986	889,273	37	6
May 1987	849,197(p)	36(p)	6(p)
May 1986	870,106	37	6
Canadian mills			
May 1987	323,378	—	—
May 1986	360,919	—	—
U.S. mills			
May 1987	46,668	—	—
May 1986	95,481	—	—

Production

	Canada	U.S.A.	North America
May 1987	815,871	453,841	1,269,712
May 1986	782,687	446,035	1,228,722
Increase	+ 33,184 + 4.2%	+ 7,806 + 1.8%	+ 40,990 + 3.3%
Five months 1987	4,030,686	2,148,850	6,179,536
Five months 1986	3,804,291	2,112,492	5,916,783
Increase	+ 226,395 + 6.0%	+ 36,358 + 1.7%	+ 262,753 + 4.4%

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[1] Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons

[2] Represents stocks of newspapers in ANPA statistical sample

(r) = revised (p) = preliminary

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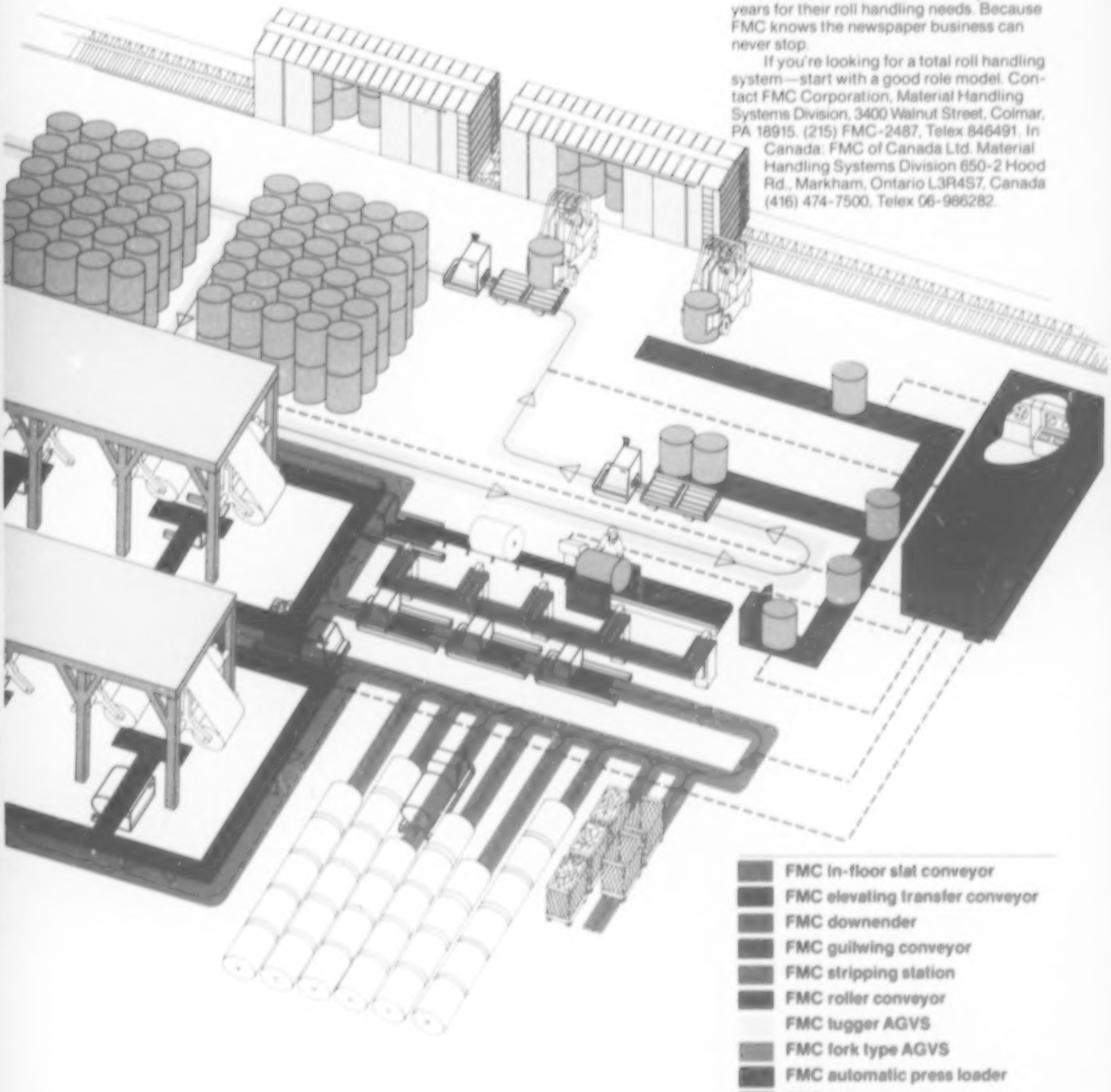

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Soybean-oil ink tests continue; good mileage, vivid colors cited

Testing of both black and process color ANPA-INK® has been more extensive in recent weeks, and preliminary findings are similar to those from earlier, more limited testing of the soybean oil-based ink—good "mileage" and smooth "lay-down."

However, production executives at some of the offset and letterpress-printed newspapers where the ink is undergoing scrutiny said additional testing with larger quantities is needed to determine whether the ink will live up to its early promise.

Especially promising, at least in the early going, is the process color ANPA-INK.

Michael W. Mylett, general manager of General Printing Ink, believes the color ink will gain popularity quickly because it prints so vividly. GPI, a division of Sun Chemical Co., is one of the holders of an ANPA-INK license.

Newspapers and ink companies aren't the only ones excited by the potential of the ink's success. According to the American Soybean Association, farmers clearly would welcome a new market for soybeans because bumper crops in the past have kept prices low.

The soybean group said 500,000 bushels are currently stockpiled. It estimated that even if all newspapers switched to soybean-based ANPA-INK immediately, there are enough soybeans currently in storage to manufacture all the newspaper ink the United States will need for the next two decades.

Most newspaper inks currently in use have a petroleum base, and ANPA-INK enthusiasts emphasize that unlike the volatile market conditions that send oil prices up and down, soybeans would be a fairly stable commodity for ink manufacturing. The ink was also developed to address environmental concerns.

A sweeping switch to soybeans won't occur, of course, until wider testing over a longer period of time is accomplished. George Cashau, ANPA director/technical reasearch, believes that will happen as more companies make the ink and more newspapers try it.

GPI is producing ANPA-INK in bulk quantities, and other companies may do so after the ink has undergone more field testing.

At The Ink Co., Robert B. Throckmorton, manager/sales and marketing, said there is a "tremendous amount of interest" among his newspaper customers in ANPA-INK. The company has produced small amounts of the ink, but customer demand has not yet dictated tanker-car-sized batches, said The Ink Co. executive.

GPI's delivery of black soybean-oil ink in a 2,300-gallon-capacity tanker attracted farmers and news media to the Cedar Rapids (Iowa) Gazette one day in May (**presstime**, May 1987, p. 11).

Of late, that offset newspaper has been using ANPA-INK for all its printing, including commercial jobs. "We're encouraged by the way the ink lays down and by the way it performs on the press," said Lon Myers, director/operations.

Meanwhile, soybean ANPA-INK tests are being conducted on letterpress presses at The Post-Standard and the Syracuse (N.Y.) Herald-Journal. Production Manager Michael Stern has pronounced the results good—and far superior to an earlier formula tried at the newspapers more than a year ago.

"My initial reaction has been very enthusiastic," Stern said, after printing eight pages on one letterpress unit with the soybean ink. "For all practical purposes, you couldn't tell the difference between the soybean ink and the oil-based ink we normally use."

Letterpress ANPA-INK also was tested at The Home News of New Brunswick, N.J., during one press run in late May. James P. Quinn, vice president/operations, said the test involved newsprint from four different mills. The newspaper ran black ANPA-INK and conventional process color ink to print the newspaper's front page , Quinn said, and detected no "appreciable difference between the soybean ink and the standard ink the newspaper normally uses."

The Syracuse and New Brunswick papers plan more extensive testing with larger quantities of ANPA-INK this summer.

One matter for further study is ink rub-off. Both Quinn in New Brunswick and Myers in Cedar Rapids said it was more pronounced with ANPA-INK. But Quinn called the difference "not significant," and Myers noted that his paper had been using a low-rub ink prior to switching to ANPA-INK.

So far, those testing ANPA-INK generally have been pleased not only with its printing performance but also in its mileage—the amount of ink used in a press run. Even if it costs more, ANPA-INK can be cost-competitive because of the mileage factor, Myers said. He plans to compile extensive mileage data over the course of the summer.

—*Rosalind C. Truitt*

Margaret Genovese

Mike Jones of GPI (left), Mickey L. Thomas of Greater Buffalo Press (center) and Howard W. Helmbrecht of NAPP Systems USA discuss soybean ink at ANPA/TEC '87.

The Miami Herald
San Francisco Examiner & Chronicle
The Charlotte Observer
Fort Wayne Newspapers
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MAN on the move

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Task Force addresses need for standards in electronic-photography transmission

The ANPA Wire Services Guidelines Task Force will attempt to devise voluntary technical codes and standards needed by wire services, equipment manufacturers and newspapers to transmit pictures digitally now that electronic photography is being introduced to the newspaper business.

Now is a good time to examine the question of technical compatability—the ability of computers to "talk to one another"—before various parties step out in divergent directions in electronic photography, said Task Force Chairman James D. Hitchman, vice president/production of Ottaway Newspapers Inc., Campbell Hall, N.Y.

The task force discussed the situation at a meeting held during ANPA/TEC '87 in Las Vegas in June. The panel currently is studying a proposal on electronic photography codes submitted by the International Press Telecommunications Council, which also met during ANPA/TEC.

Hitchman said anyone interested in the matter should contact him or Donald V. Teschner, ANPA technical services engineer, The Newspaper Center, Reston, Va.

One of the wire services represented on the task force, the Associated Press, held a seminar during ANPA/TEC to introduce the electronic PhotoStream system it plans to have in place within a year.

AP officials explained to more than 150 photo editors and other guests that electronic photography requires analog material to be translated into digital form. Analog material is represented by a continuous current, whereas digital information is transmitted through a series of on and off pulses.

The objective is to keep photographs in digital form as much as possible until time to print them. "The purpose is to reduce quality loss associated with pictures printed on photographic paper and quality lost in the engraving cycle," said Harold G. Buell, AP assistant general manager/newsphotos.

A picture taken in the field will be developed and transmitted over a fiber-optic circuit to the nearest control center in Los Angeles, Chicago or Washington, D.C., where digital identifications will be added. The control centers will then send the photographs to New York City.

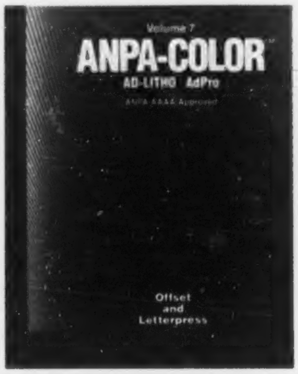
From an "uplink" there, in a minute or less, a high-speed digital circuit called T1 will beam the impulses for the photograph up to a satellite and then back down to satellite dishes at AP-member newspapers. Finally, it goes to the newspapers' electronic darkroom or to a LaserPhoto receiver.

Color photographs that once took 30 to 40 minutes to transmit will take three minutes or less, while black-and-white photographs will take less than a minute.

Once received, photographs will be cropped, enhanced and color-adjusted on a computer terminal screen. They will be stored (up to 1,000 frames) or sent to whatever prepress system the newspaper uses. ☐

ANPA publishes updated, expanded color ink book

Orders are now being accepted for the *ANPA-Color™ AD-LITHO AdPro® Offset and Letterpress ROP Newspaper Color Ink Book, Vol. 7.* Updated for the first time since 1981, the book specifies ANPA's new run-of-paper colors.



It is intended to provide newspapers, advertisers and ad agencies with an exact visual sample of 50 colors. There are three ANPA-COLOR™ process colors, four blending inks, a mixing white, four spot colors, and 38 assorted mixes created from the eight basic inks.

The new book also contains offset and letterpress ink formulations. AD-LITHO is the offset ink and AdPro is the letterpress ink.

Ink companies are submitting ink samples to ANPA for testing and certification that they meet the book's color specifications [**presstime**, May 1987, p. 114]. The book has an August 1987 publication date.

The book, which combines letterpress and offset colors into one volume, was produced by ANPA with the assistance and cooperation of its Color Standardization Task Force, the American Association of Advertising Agencies, and the News Ink Committee of the National Association of Printing Ink Manufacturers.

The new volume supersedes both the *AD-LITHO/81 Offset, Volume 2* and the *AdPro/81 Letterpress, Volume 6* ROP newspaper color ink books dated January 1981. It is the only color ink book recommended by ANPA and AAAA for both offset and letterpress newspaper printing.

Newspapers are encouraged to use the standard colors in the *ANPA-Color* book in order to ensure consistent and superior quality color reproduction. The book is third in a recent series of guides designed to improve newspaper reproduction. The other two are *The Guide to Quality Newspaper Reproduction,* which was published in 1986 and "ANPA-Check," in 1987.

Orders for the new ink book are being accepted by the ANPA Technical Services Department at The Newspaper Center, Reston, Va. Cost is $50 for one to nine copies or $45 for 10 or more. For more information, contact Teresa Fletcher at (703) 648-1210. ☐

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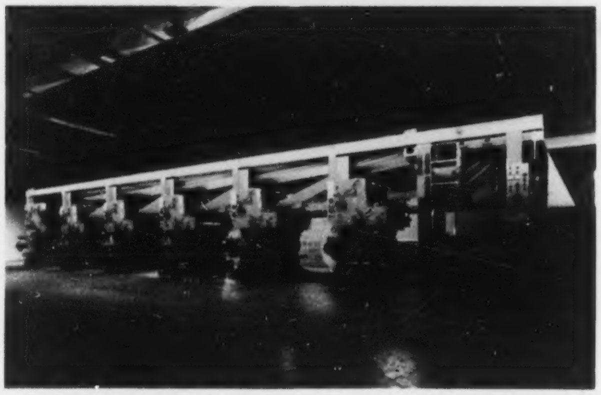

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TECHNOLOGY NOTES

- Under agreements signed recently, Computer Peripheral Sciences, a manufacturer of newspaper display advertising and pagination equipment, will **market a variety of products** as part of its Total System Concept product line.

CPS will market the IBX, a 1000 dots-per-inch typesetter manufactured by Celgraph, and Xitron Corp.'s XIP laser printer.

The firm also obtained exclusive newspaper marketing rights to a color separation and composing system made by Media Net.

- The **USA Today/ Gannett Online Library** will be available on DataTimes' electronic archives, beginning Sept. 1. DataTimes subscribers currently have access to 170 U.S., Canadian and Australian newspaper, newswire and business databases.

TECHNOLOGY CALENDAR

- A **Desktop Publishing Conference for Newspapers,** sponsored by the National Newspaper Association, will be July 9-11 at Infomart in Dallas.

- The **Seybold Seminars' Desktop Publishing Conference** will be Sept. 9-12 at the Santa Clara (Calif.) Convention Center.

- **Impact 1987: Technology on the Move,** the annual conference of the New England Newspaper Operation Association, will be Sept. 17-20 at Killington Village in Killington, Vt.

- The annual **Western Newspaper Production Conference** will be Sept. 24-26 at the Westin Bayshore Hotel in Vancouver, British Columbia.

- **Graph Expo '87** will be Nov. 15-18 at McCormick Place in Chicago.

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Enhancement sought in desktop publishing for newspapers

With the purchase of an Apple Macintosh SE, an Apple LaserWriter and a 20-megabyte hard disk, ANPA will conduct research into ways that "desktop publishing" can be improved for newspapers.

In desktop publishing, a personal computer is linked to a laser printer for camera-ready typesetting on plain paper. Some newspapers are satisfied with laser-printer reproduction of 300 to 400 dots per inch, but ANPA computer researchers said much higher resolution is necessary for consistently sharp reproduction.

Desktop-publishing hardware and software are relatively inexpensive and require little instruction for use, factors many publications are finding attractive.

In the newspaper industry, the technology is being embraced primarily by small dailies and weeklies [**presstime**, March 1987, p. 22]. By and large, though, newspapers are taking products made for a general audience and modifiying them for newspaper use.

"We would like to experiment with the equipment to see if there are better ways of adapting desktop publishing for newspapers," said George Cashau, ANPA director/technical research.

Preliminary plans are to conduct research with various types of software to gauge usefulness for newspapers and to determine the printing potential of the software. Knight-Ridder Inc. is donating to ANPA hookup time on its graphics network, PressLink, through which a variety of line art is received. ☐

Marketing agreements announced

Hell Graphic Systems Inc. and 3M have agreed that Hell will be the exclusive North American distributor for a new color-modification and image-enhancement system developed by 3M.

Known as CWS, the system can be linked to Hell or other scanners. It performs a variety of pre-press functions, including dot etching and masking. Images can be viewed as they are being scanned.

Another marketing agreement has been signed by the Controls and Composition Division of Harris Corp. and Linotype.

The agreement links the Harris 8300 Page Layout System with Linotype's Linotronic 300 and 500 imagesetters and the Linotype Graphics System. ☐

ANPA *Calendar*

JULY

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., July 6-10

ANPA Web Offset Newspaper Press Operations Seminar
The Newspaper Center, Reston, Va., July 20-24

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education meeting
Marriott Hotel, San Antonio, July 31

AUGUST

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Aug. 3-7

ANPA Web Offset Newspaper Press Operations Seminar
The Newspaper Center, Reston, Va., Aug. 17-21

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., Aug. 24-28

ANPA Executive Committee meeting
The Newspaper Center, Reston, Va., Aug. 25

Libel Conference and Training Sessions sponsored by ANPA, the National Association of Broadcasters and the Libel Defense Resource Center
Westin Hotel, Denver, Aug. 27-28

ANPA Foundation Literacy Creators Workshop
Xerox Training Center, Leesburg, Va., Aug. 30-Sept. 2

SEPTEMBER

ANPA Technical Committee and ANPA/TEC '88 Arrangements Committee meetings
The Newspaper Center, Reston, Va., Sept. 2-3

ANPA Board of Directors meeting
J.W. Marriott Hotel, Washington, D.C., and The Newspaper Center, Reston, Va., Sept. 9-10

ANPA Web Offset Newspaper Press Operations Seminar
The Newspaper Center, Reston, Va., Sept. 14-18

Newspaper Training Conference sponsored by ANPA and the Newspaper Personnel Relations Association
Marriott Inner Harbor, Baltimore, Sept. 16-19

ANPA Management Development Workshop
Hyatt Regency Austin, Sept. 21-24

ANPA Government Affairs Committee meeting
Capital Hilton, Washington, D.C., Sept. 22-23

ANPA Circulation and Readership Committee meeting
Grand Hotel, Washington, D.C., Sept. 23-24

ANPA Foundation Newspaper in Education Committee meeting
The Newspaper Center, Reston, Va., Sept. 28-29

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Sept. 28-Oct. 2

OCTOBER

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
The Knickerbocker, Chicago, Oct. 5-7

ANPA Human Resources Committee meeting
Sheraton Tysons Corner Hotel, Tysons Corner, Va., and The Newspaper Center, Reston, Va., Oct. 6-7

ANPA

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Charles S. Rowe, The Free Lance-Star, Fredericksburg, Va
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Conrad Black acquires Unimedia; Horvitz holdings put up for sale

BUSINESS ROUND-UP

Amid protests from the Parti Quebecois, owners of Unimedia Inc. on June 18 closed their deal to sell the French Canadian newspaper company to Toronto publisher and financier Conrad Black.

Black's company, Hollinger Inc., reportedly will pay about $90 million to take control of Unimedia, the Montreal-based owner of French-language dailies in Quebec City, Ottawa and Chicoutimi, Quebec.

Black will manage the Unimedia holdings in partnership with the company's current owners, Jacques G. Francoeur and Jean-Guy Faucher. Francoeur, Unimedia's 62-year-old president and majority partner, decided to sell because none of his four children has expressed interest in running the company.

The purchase further expands Black's media empire, which includes 57.8 percent of The Daily Telegraph in London, nine Canadian dailies and 23 dailies in the United States [**presstime**, May 1987, p. 6].

Through American Publishing Co., the U.S. unit of Hollinger Inc., Black reportedly plans to buy about 10 U.S. newspapers this year in the circulation range of up to 25,000 daily.

In other business news concerning newspapers:

- The five **Horvitz** family newspapers are on the block and are attracting interest from numerous media groups. The dailies—four in Ohio and one in New York—could sell for as much as $300 million, according to industry analysts.

Publisher Harry Horvitz said in late June that about 15 newspaper groups, out of 40 that made initial inquiries, were in the running to buy the papers.

The Horvitz papers carried front-page stories reporting the family's disagreements and plans to dismantle its $700-million empire by July 31. Besides the five dailies, it includes nine cable television franchises in Ohio and Virginia, a real estate firm in Florida and a road construction company in Ohio.

- Another family dispute has left **Freedom Newspapers** intact. After 30 days of trial, a California judge dismissed Harry H. Hoiles' five-year lawsuit against the families of his sister and late brother over control of the California-based group, which owns 29 newspapers and several television stations. The judge said he had found "no pervasive abuse of authority or persistent unfairness" by Hoiles' relatives.

Hoiles' attorney said an appeal is probable [**presstime**, April 1987, p. 75].

- **USA Today** turned a profit in May for the first time in 55 and a half months of publishing. Gannett Co. long had projected the paper's profitability for the fourth quarter of 1987.

Although the first black ink flowed earlier than projected, officials said they expect the paper to dip back into the red during the summer before turning a "meaningful profit" in the fall quarter.

The national newspaper (daily circulation 1,311,792 plus bulk sales of 279,997) had an operating profit of $1.1 million in May. For the first five months of 1987, advertising pages increased 22 percent and advertising revenues were up 45 percent.

- **USA Weekend**, the Gannett-owned newspaper magazine, as of June 19 was carried by 274 newspapers with a circulation of about 14 million.

The circulation of its rival, **Parade**, was 31.8 million through 303 newspapers. Parade said additional contracts will push those numbers to 32 million and 309 newspapers by Sept. 13.

- **Guy Gannett Publishing Co.** and **Ingersoll Publications Co.** reached agreements in May to control large groups of suburban newspapers in Minneapolis-St. Paul and Long Island, N.Y., respectively.

Guy Gannett plans to complete the acquisition this summer of Minnesota Suburban Newspapers Inc. and Post Publications Inc. The former publishes 19 weekly community newspapers and one shopping guide with a combined circulation of 298,000. The latter publishes five weeklies and four shoppers with a combined weekly circulation of 254,000 in the northwestern suburbs of Minneapolis.

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Ingersoll is forming a joint venture partnership with Chanry Communications Ltd. of Farmingdale, N.Y., which publishes 47 free-distribution newspapers throughout Nassau and Suffolk counties, Long Island. The papers have a combined circulation of 575,000.

- **The Washington Post Co.** and CBS Inc. have agreed to sell their partnership interests in SportsChannel cable networks to the third partner, Cablevision Systems Corp.

Neither the Post nor CBS would disclose terms of the agreement, which is expected to close by the end of the year. But Cablevision Systems Corp. said the transactions are worth about $56.2 million. The Post expects an after-tax gain of about $6 million.

- Although he missed a previously announced June start-up date, a **Cleveland** restaurateur said he hopes to complete financial arrangements soon for his **proposed new daily newspaper** [presstime, Oct. 1986, p. 71]. J. Charles Fox said 40 Goss press units he purchased are being converted to flexographic printing. He is projecting paid circulation of 250,000 for his weekday morning paper and its Saturday weekend edition. ☐

New INMA book helps evaluate effectiveness of newspaper promotion

Managers can read about the latest techniques to monitor, measure and improve promotion programs in a new research manual, *Evaluating the Effectiveness of Newspaper Promotion.*

The 124-page book, published by the International Newspaper Marketing Association, establishes "measures of performance that work," said Michael G. Kane, assistant to the executive director of INMA and one of the book's authors.

"Recent studies have shown that newspaper promotion spending has increased to the point that measures of promotion performance are necessary to justify a worthwhile investment," Kane said.

The book covers circulation, advertising and other promotions.

Eight chapters examine steps in the process of evaluating promotions, such as goal setting, telephone surveying and copy testing. An appendix provides examples of methods used by several newspapers to measure the impact of their promotion programs, including blank questionnaires and other forms that any newspaper can use or tailor to their needs.

Copies are available for $37 each for INMA members or $47 for non-members from INMA, The Newspaper Center, 11600 Sunrise Valley Drive, Reston, Va. 22091. ☐

UPI to replace computer system

United Press International said it signed a five-year, $4.75-million contract with Digital Equipment Corp. for a new, worldwide computer system.

Christopher J. Smith, UPI director of corporate communications, said the system will multiply the wire service's computer storage capacity 12-17 times. UPI's existing editorial computer system is a Sperry Rand installed in 1969. It handles about 13 million words a day, which is close to its maximum, Smith noted.

DEC will provide all hardware and software and related needs, including more than 800 editorial terminals.

Smith said the new equipment eventually will interact with UPI's new electronic photography system, Pyxys. It also opens up possibilities for UPI to enter the commercial database business, he said. ☐

Recent acquisitions

The R. H. Fackelman Group of Panama City, Fla., acquired The Daily News of Richmond, Mo., circulation 3,905, from the Enterprise Group of Slidell, La.

Harmony Press Inc. of Slidell, La., acquired the Daily Times of Slidell, circulation 6,590, from the Enterprise Group of Slidell.

Griffin Lovett and DuBose Porter of Dublin, Ga., acquired The Courier Journal of Dublin, daily circulation 10,166. ☐

Correction

Part of the description of newspaper acquisitions by the Liverpool Daily Post and Echo Ltd. in the May issue was incorrect.

The group, now known as Trinity International Holdings plc, in addition to acquiring The Daily Calumet in Chicago in 1980 also acquired the weekly Calumet Day and two groups of Illinois weeklies, not three Illinois weeklies as reported. The group's 1978 purchase in Pittsburgh was of 11 weeklies, not 9. The group's acquisitions continued with another group of Illinois weeklies added in 1982 and a group of weeklies in the Pittsburgh area in 1983.

Presstime regrets the errors. ☐

Hart appearance ranks high in Convention survey

The dramatic appearance at the May ANPA Convention by then-presidential candidate Gary Hart was rated most valuable by people returning a post-Convention questionnaire.

Convention attendees were asked to rate sessions on their value, using a scale of 1 to 6. Other highly rated segments were the seminar "The Constitution: Separation of Powers 1987"; the appearance of U.S. Sen. Robert Dole (R-Kan.), who spoke at the same ANPA luncheon as Hart; the panel discussion on the future of retailing; and the appearance of Nancy Reagan at the Associated Press luncheon.

President Reagan did not fare as well as his wife in the ratings. The Convention's opening ceremonies on Ellis Island at which the President spoke was among the lowest-rated program segments. Written comments indicated that much of the dissatisfaction related to the bad weather and transportation and other logistics problems associated with the event.

A total of 210 persons responded to the mailed survey. ☐

New members

the daily Inter Lake

Kalispell, Mont. (circulation 13,057). C. Patrick King, publisher.

COLUMBIA BASIN DAILY HERALD

Moses Lake, Wash. (circulation 7,878). Thomas J. Kurdy, publisher.

THE McLEAN PROVIDENCE JOURNAL and Fairfax HERALD

McLean, Va. (circulation 2,804). David R. Dear Jr., publisher.

Illinoian Star Daily

Beardstown, Ill. (circulation 2,200). Dale Barker, publisher

over-set

Calgary stampedes for Herald promotion

The Calgary (Alberta) Herald received more than the usual reader response from a recent promotion.

In conjunction with a Calgary radio station, the newspaper bought and gave away 13,000 tickets to a Beach Boys concert. One part of the promotion invited people to send in requests for tickets on company stationery. Those selected in a drawing would get tickets for the entire office.

Unexpectedly, some entrants attached their letters to things exemplifying their work. A plumbing supply firm sent a urinal. A prosthetic supply house sent two artificial limbs begging, "We'd give an arm and a leg for Beach Boys tickets!" A meat packer sent a calf's heart with a note saying, "Have a heart; send us some tickets."

The Herald received more than 75,000 entries to the promotion and reported a 6- to 8-percent increase in vending-machine sales during the six-week campaign.

Newspaper numbers

2,000—number of breakfasts held by Godfrey Sperling Jr., senior Washington columnist for The Christian Science Monitor, for print journalists and political guests from February 1966, when the event began, until late May.

11.5 million—number of visually impaired Americans who could benefit from larger type in reading material, according to the National Center for Vision and Aging.

1,667—number of newspaper audits conducted by the Audit Bureau of Circulations for the 12-month period ending June 30.

461,300—number of people in the United States employed in the newspaper business in 1986; a new high.

403.62—average dollars paid weekly to beginning reporters in Canada, according to 19 labor agreements on file at ANPA, compared with $369.57 in 123 U.S. agreements.

Jacksonville Journal photographer Bob Self makes an afternoon deadline by attaching film to the leg of a carrier pigeon, following a late-morning memorial service May 22 at Mayport Naval Station for sailors killed aboard the USS Stark. The Secret Service kept news media at the naval base until President Reagan could depart on Air Force One (in background).

The original selling price was 4 pence, but this Pennsylvania daily now costs more

An unidentified private collector paid $110,000 to an unidentified party for an original edition of the Pennsylvania Packet and Daily Advertiser for Sept. 19, 1787. That edition carried what is believed to be the first public printing of the U.S. Constitution.

The paper was sold at auction by Sotheby's auction house in New York City. The successful bid, offered by an agent, was four times the amount previously paid for a newspaper.

Sotheby's had estimated the copy would bring $50,000 in this, the year of the Constitution's bicentennial. In 1983, another copy of the Packet of the same date was sold for $23,400.

The Pennsylvania Packet had printed a copy of the Declaration of Independence in 1776. In 1784, the paper was consolidated with the Daily Advertiser—yes, mergers happened in the early years of the republic, too—and became the country's first successful daily, according to several journalism historians. Through subsequent mergers and consolidations, the Packet evolved into The Philadelphia Inquirer.

Freedom fillers

The Rocky Mount (N.C.) Evening Telegram is printing notable quotations about press freedom on its front page through July. The quotes, taken from the booklet "Speaking of a Free Press" published by ANPA Foundation, have been anchored at the lower left of the page since June 1.

"We have received a number of favorable comments from people around town," says Publisher Carl E. Worsley.

The booklet was mailed to ANPA-member newspapers in April [**presstime**, May 1987, p. 76].

Medium is message for Cleveland callers stuck on hold

When callers are put on hold at The Plain Dealer in Cleveland, they don't get the typical music-to-wait-by. Instead they get a recorded message about the newspaper with snappy musical accompaniment.

"We just thought it might be a nice idea, a way to keep someone's time . . . better occupied," says Katherine H. Luengo, telecommunications manager.

The messages are "friendlier" and more personal than music alone, she says. The newspaper uses the opportunity to promote special features and company-sponsored events.

They have gone over "fairly well," says Luengo. The only ones that weren't well-received promoted special advertising deals. They were vetoed by the paper's staffers, who also get the recordings when they call within the Plain Dealer plant.

Currently, some of the messages give interesting facts about the newspaper, including the number of rolls of newsprint used to print one day's edition, the number of carriers, and this one, which is probably of little solace to a stranded caller: "Did you know that during a normal business day, 5,000 calls are routed in and out of The Plain Dealer every hour? Yours is one of them. We appreciate your patronage."

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